

Operations & Technology Conference & Exhibition

May 21-23, 2008 • Westin Michigan Avenue • Chicago, IL



High-Tech, High-Touch: Strategies and Tools for Getting the Job Done

Program Highlights:

- Project Selection and Building a Business Case
- Operational Process Mapping - Learn the tools for getting the job done
- Survival Tips for the Accidental Project Manager
- Best Practices Award Showcase - See how other companies are using technology to improve operations, enhance customer interactions, enter new markets and build overall ROI
- Back By Popular Demand! Principles of Process Mapping Workshop and Principles of Leasing for Operations & IT Professionals
- Unmatched Networking Opportunities with Industry Peers: Senior Operations & IT Breakfast, Women in Leasing Luncheon, 7th Annual Fun Run, Hosted Receptions and much more!

**The Ops and Tech
Conference is Going
Paperless in 2008!**

Who Should Attend?

Executive management, directors of operations and administration, department managers for credit, collections, information technology, documentation, accounting, remarketing and equipment management, as well as representatives of companies providing systems support.

Get Maximum Exposure for Your Company...Become a Sponsor!

For more details on sponsorship opportunities, please refer to the *Registration and General Information* section of the brochure.

Become an Exhibitor at the 2008 Operations & Technology Conference and Exhibition!

List of Exhibitors

CHP Consulting Inc.
Constellation Financing Systems
Corporation Service Company (formerly CSC Diligenz)
International Decision Systems
LeaseTeam, Inc.
Vertex

For information on how your company can exhibit at this conference, please go to: www.elfaonline.org/pub/events/exhibOpps/OTC/
Have an Exhibitor question? Contact Royann Holland at (202) 238-3423, or email rholland@elfaonline.org

Schedule of Events

Wednesday, May 21

7:00 am

Early Registration

*Pre-registration and additional fee required to attend morning workshops. See **Registration and General Information** section of the brochure for more details*

8:00 am – 12:00 Noon

Concurrent Workshops

• Principles of Process Modeling

This session will provide an introduction to the skills and techniques required to model, understand and improve business processes. Session will cover several different techniques which can be used to model and analyze processes. Session will also include short workshops providing the participants with an opportunity to apply the concepts. The approach is hands-on and business oriented.

Instructor:

KATHY LONG

Senior Consultant
Innovative Process Consulting, Inc.

• Principles of Leasing Workshop

This 4-hour workshop will provide a broad overview of equipment leasing fundamentals and assist attendees in getting a broader understanding of the industry they serve.

Instructor:

SHAWN HALLADAY

Managing Principal
The Alta Group

12:00 noon – 7:00 pm

General Conference Registration

11:30 noon – 1:00 pm

Women in Leasing Luncheon: Mentoring & Networking for Women – Formalizing the Process

Pre-registration required

Sponsored by:



The first step in developing a network is establishing mentoring relationships. A representative from Holland & Knight, one of the country's largest law firms, will share their success story of their Women's Initiative program.

Moderator:

CHERYL BEHAN

SVP
BTMU Capital Corporation

Presenter:

MICHELE SIBLEY GONZALES

Partner
Holland & Knight, LLP

1:00 pm – 1:15 pm

Conference Welcome

Presenter:

WILLIAM A. WEEKS, *Committee Chairman*

Operations & Technology Planning Committee
Chief Information Officer
Key Equipment Finance

1:15 pm – 2:30 pm

Creating an Energized Workplace

Keynote Speaker Sponsored by:



Keynote Speaker:

JAMES AQUINAS WESTRICK

Professional Speaker & Workshop Leader
National Seminars Group

For James Aquinas Westrick, helping others develop their personal and professional potential has always played an important role in his own career path. A keen observer of human nature and behavior, Jimmy firmly believes in self-improvement as a tool for success in the business world. His exceptional depth and breadth of experience allow him to provide others with the skills necessary to perform more effectively, develop more productive relationships with others, and change their lives for the better.

2:30 – 2:45 pm

Exhibitor Introductions

2:45 – 3:15 pm

Break/Exhibitor Showcase

See current list of Exhibitors for opportunity to review their products and services

3:15 pm – 4:00 pm

Transformational Year: How the Strong Stay Strong

It's been a roller coaster year for asset finance companies. Some have failed, some have survived and many have thrived. What are these successful equipment leasing companies doing right? How are they thriving? How have they positioned themselves for next year and beyond? This session will discuss the state of the industry, and help to identify future trends and best practices.

Moderator:

WILLIAM A. WEEKS

Chief Information Officer
Key Equipment Finance

Presenter:

CAMERON W. KRUEGER

Vice President - Leasing
Capgemini U.S. LLC

4:30 – 6:30 pm

Hosted Reception

Exhibits Open

7:15 pm – 10:00 pm

Harbor Dinner Cruise

Welcome Aboard! Enjoy three-hour hours aboard the Odyssey, cruising south towards the museum campus, north to Montrose Harbor, and then returning southwest to Navy Pier. This event is free to all conference attendees (no additional fee required). The bus departs the hotel lobby at 6:30 pm. Please see *Registration & General Information* section of the brochure for more details.

Harbor Dinner Cruise Sponsored by:



Thursday, May 22

6:10 – 7:10 am

7th Annual Fun Run

Pre-registration required

Sponsored by:



7:30 – 8:30 am

General Continental Breakfast

Exhibits Open

Breakfast Sponsored by:



7:30 – 8:30 am

Senior Management Breakfast

Pre-registration required

Sponsored by:



Moderator:

WILLIAM A. WEEKS

Chief Information Officer
Key Equipment Finance

8:30 – 9:30 am

Enterprise Project Selection: Deciding Where to Place Your Bets

Session will describe how CoBank (2006 O&TE Award Winner) and TCF Equipment Finance (2007 O&TE Award Winner) select their large projects. Speakers will discuss how their processes work, and how they manage the process and identify priorities. Session will also address how your business can benefit from a planning process that includes staff across strategic, operations and technology groups.

Moderator:

JOSEPH N. LANE

Product Marketing
International Decision Systems, Inc.

Presenters:

MIKE ROMANOWSKI

VP & Director of Alliance Solutions
CoBank & Farm Credit Leasing

PAUL ANDERSON

VP of Information Technology
TCF Equipment Finance

9:30 – 10:30 am

Concurrent Sessions

- **Survival Tips for the Accidental Project Manager**

During this session, attendees will gain insight into why project management capabilities should be part of every leader's tool kit, regardless of whether they deliver IT projects, or are in the operational area of the business. Attendees will also explore common misconceptions about project management, and learn about project management tools and techniques that will help them meet their business objectives.

Moderator:

SUSAN COUSINEAU

VP, Operations
MCAP

Presenter:

WENDY HAGUE

Director, Project Management Office
MCAP

- **Application Development Methodologies**

Moderators:

DAN O'MALLEY

Programming Manager
LeaseTeam, Inc.

WILLIAM A. WEEKS

Chief Information Officer
Key Equipment Finance

Presenters:

TO BE ANNOUNCED

10:30 – 10:45 am

Break/Exhibitor Showcase

See current list of Exhibitors for opportunity to review their products and services

10:45 am – 12:00 Noon

Concurrent Sessions

- **Operational Process Mapping – Tools for Getting the Job Done (Workshop)**

More than ever, in today's environment we need to make sure that we are getting the most out of every process across our businesses. In this "hands-on" workshop, attendees will have an opportunity to use practical tools that will guide them to successful process mapping.

Facilitator:

LISA K. LENTON

SVP, Operations
Wells Fargo Equipment Finance, Inc.

BRENT PEDERSON

Project Manager
Wells Fargo Equipment Finance, Inc.

- **Service-Oriented Architecture(SOA)/Software As A Service (SAAS) in the Real World**

The objective of this session will be to discuss the concepts of Service-Oriented Architecture. Real-world examples will be used to help attendees build a stronger macro-level understanding of the need, value and use of SOA within an organization. Two particular approaches to meeting the needs of varying business processes within an SOA-based organization will be discussed. Session will also help attendees differentiate among the various methods that can be used to accomplish operational objectives, and to demonstrate how it can add value to your customers and company.

Presenters:

RICHARD J. VENTURI

Senior Industry Principal
SAP America

MICHAEL C. GROSS

Vice President, Information Technology
National City Commercial Capital, LLC.

OTHER PRESENTER TO BE ANNOUNCED

12:00 Noon – 1:30 pm

Hosted Luncheon – The History of Chicago Gangsters

Attendees will experience Chicago as it was during the 1920s and 30s, and hear historically accurate accounts of the exploits of Capone, Moran, Dillinger, and the rest of the legendary gangsters!

Guest Speaker:

BIG JULIE

Tour Guide
Untouchable Gangster Tours

1:45 pm – 2:45 pm

Customer Focus – Why Should Operations & IT Care?

What are visionary companies doing to foster a culture of customer focus? Why should anyone outside of sales or the customer service department care about customer focus? What does customer focus mean for Operations and IT? Attendees will hear from a diverse panel of seasoned Operations and IT executives discussing the benefits of being customer focused, and why it is important for Operations & IT in Equipment Finance today.

Moderator:

DEBORAH J. REBUEN

Owner
Reuben Consulting, LLC

Presenters:

LISA K. LENTON

SVP, Operations
Wells Fargo Equipment Finance, Inc.

SEAN MILLER

VP, IT
First American Equipment Finance

TROY MANGERICH

VGM Financial Services

3:00 – 4:00 pm

O&T Award Winner Showcase #1

4:00 – 5:00 pm

O&T Award Winner Showcase #2

Operations & Technology Excellence Award Sponsored by:



5:00 – 7:00 pm

Hosted Reception

Exhibits Open

7:00 pm

“Dutch Treat” Dinner at Shaw's Crab House

You have to eat, don't you? Why not meet some new people at the same time! Come join your fellow colleagues at Shaw's Crab House, 21 East Hubbard Street in Chicago. Attendees will be able to sign up onsite during the conference. Please note that there is limited space available. Diners pay for their own meals.

Friday, May 23

7:30 – 8:30 am

Continental Breakfast

Exhibits Open

Breakfast Sponsored by:



8:30 – 10:30 am

Concurrent Sessions

• Operations' Role in Project Execution

A roundtable discussion of common practices concerning the role of operations personnel in projects -- those involving system implementations and those that don't. Discussion topics will include the role of the business analyst; the importance of having the right project sponsor; and allocating project resources while conducting business as usual.

Moderators:

JOAN SIMPSON

Manager, Global Process Design & Automation
Cisco Systems Capital Corporation

CHERYL BEHAN

SVP
BTMU Capital Corporation

• Data Interchange Standards Working Session

Moderator:

SAMIR SINGH

Program Manager
Genpact

10:30 – 11:30 am

Front End Showdown

Moderator:

JOSEPH C. LANE

Strategic Investor & Advisor
BAY4 CAPITAL, LLC

11:30 am

Conference Adjourns

The Ops and Tech Conference is Going Paperless in 2008! In an effort to increase the quality and timeliness of the resources provided through this conference, the Operations & Technology Conference will be "paperless" in 2008. We will replace most paper handouts with electronic materials that will be accessible at the ELFA website before and after the program, or you can wirelessly access them at the ELFA website – right there at the conference. All conference materials will be available on USB flash drives, which will be provided onsite. To take advantage of the wireless connection during the conference, attendees are urged to bring their laptops.

USB Flash Drives and Notepads Sponsored by: **LEASE TEAM**

Wireless Connection Sponsored by:



2008 Operations & Technology Planning Committee

WILLIAM A. WEEKS, *Committee Chairman*

CIO
KEY EQUIPMENT FINANCE, INC.

CHERYL BEHAN

SVP
BTMU CAPITAL CORPORATION

SUSAN COUSINEAU

VP, Operations
MCAP

MICHAEL C. GROSS

Group Manager, VP NC4 IT
NATIONAL CITY COMMERCIAL
CAPITAL, LLC

JOHN R. ZIMDARS

VP
Application Development Manager

JOSEPH N. LANE

Product Marketing
INTERNATIONAL DECISION SYSTEMS

LISA K. LENTON

SVP, Operations
WELLS FARGO EQUIPMENT FINANCE, INC.

DAN O'MALLEY

Programming Manager
LEASETEAM, INC.

DEBORAH J. REUBEN

Owner
REUBEN CONSULTING, LLC

JOAN SIMPSON

Manager, Global Process Design & Automation
CISCO SYSTEMS CAPITAL CORPORATION

SAMIR SINGH

Program Manager
GENPACT

SCOTT THACKER

Immediate Past Chairman

RICHARD J. VENTURI

Industry Principal
SAP AMERICA, INC.



Registration and General Information

Please register as far in advance as possible. Register by **Monday, May 5, 2008** to ensure that your name appears on the list of attendees. Please note: you may also register for this conference via the Internet at ELFA Online – www.elfaonline.org

Registration Fees

ELFA Member (1st Person):	\$1,050
Each additional ELFA Member representative:	\$945
Nonmembers:	\$2,100
Spouse/Companion Fee:	\$200
O&T Committee Member or Speaker Fee (attending entire conference):	\$525
Speaker Fee (if attending day of presentation/ one day only):	waived
Principles of Leasing Workshop for Operations/IT:	\$150
Principles of Process Modeling:	\$150
Harbor Dinner Cruise	Free

Non-Members: *Please read carefully.*

Non-members are welcome to attend this conference and must register at the non-member rate. In addition, if you are employed by a company that has not renewed its membership in the ELFA, you must wait one year to attend this conference as a non-member.

Speaker Registration Fee and Fee Policy

All speakers and Operations & Technology planning committee members must complete and return the registration form. Speakers attending the entire conference pay half the registration fee (in this case \$525). The fee is waived for speakers who are attending only on the day of their presentation. Operations & Technology planning committee members, regardless of length of stay at the conference, pay half the registration fee (\$525). Please make sure you check the appropriate box on the registration form. If you have questions regarding these policies, please contact Racquel Codling at (202) 238-3414 or rcodling@elfaonline.org

Spouse/Companion Fee

A spouse/companion attending any portion of the conference or social functions must be registered and must pay the spouse/companion fee (\$200). Please mark the appropriate box on the registration form. If your spouse/companion is employed in the equipment leasing and finance industry and wishes to attend any portion of the conference, the full attendee (ELFA member) registration fee is due.

Mail-In-Address – *Please Review Carefully*

- 1) For check or credit card payments, mail to: Equipment Leasing and Finance Association, PO Box 34733, Alexandria, VA 22334-0733.
- 2) If you are using express mail to register for this conference, please mail to: ELFA, 1825 K Street, NW, Suite 900, Washington, DC 20006-1203.

Register On-Line

Visit ELFA Online at www.elfaonline.org for information about this and other educational programs. Go to the Events & Training section for details on the agenda, speakers, location and registration information. You can register directly on-line via American Express, MasterCard, Discover, Diners Club or VISA on our secure server. You will receive a confirmation from the website.

Register By Fax

You may also fax your completed registration form to ELFA at (202) 478-0980. Please be sure to include the appropriate credit card information. An email confirmation will be sent to you.

Cancellations & Substitutions

Cancellation Policy

- Full Registration Fee Refunded: Cancellations must be received no later than **Monday, April 28, 2008**.
- Refund minus \$100: **Between Tuesday, April 29, 2008 and Friday, May 2, 2008**, a \$100 service fee will be applied to your cancellation request.
- No refund: **No refunds of registration fees will be given for cancellations received on or after Monday, May 5, 2008.**

Please Note: Cancellations by telephone will be accepted, but must be followed up with a letter that includes the name of the ELFA staff member who accepted the cancellation. This letter may be:

- a. mailed to Morinia Scott at ELFA Headquarters: 1825 K Street, NW, Suite 900, Washington, DC 20006-1203.
- b. faxed to (202) 478-0980, Attn: Morinia Scott, or
- c. emailed to Morinia Scott at mscott@elfaonline.org

Substitutions

Substitutions for the entire program may be made at any time including on-site registration, provided the individual is also part of the senior leadership team.

Photographs Taken at the Conference – *Please Note the Following:*

Photographs of speakers and attendees may be taken at this conference. These may appear in ELFA publications or on the ELFA website. By registering for this conference, you authorize ELFA the right to use any photographs taken of you during the course of the Operations & Technology Conference and Exhibition.

Membership Information

If you are interested in joining ELFA, please call ELFA Member Services at (202) 238-3418, or check the appropriate box on the registration form.

Sponsorship Opportunities

Sponsoring events and functions at ELFA meetings provides excellent exposure for your company. Contact Royann Holland at rholland@elfaonline.org or (202) 238-3423 if you are interested in sponsoring any of the conference events. Below is a list of the remaining sponsorship opportunities at the ELFA Operations & Technology Conference and Exhibition:

Hotel Card Key	\$4,000
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Networking Events

Reception (Wed & Thurs)	\$7,500 each
Luncheon	\$5,000

Sponsorship Benefits

As a sponsor, your company will receive the following benefits:

- Recognition (your logo) in all promotional materials and the final program
- Recognition (your logo) on the ELFA website with a link to your website
- Recognition onsite at the Opening General Session
- Signage at the Conference
- Pre/Post roster in Excel Format
- Sponsor ribbon
- Right of “first refusal” for the same event/item the following year (good for one year)
- Company description and contact information included in onsite attendee packets
- Recognition as a sponsor in ELT
- Event Sponsorships of \$5,000 or more receive 2 complimentary passes to the event they sponsor
- Event Sponsorships of \$10,000 or more receive 1 complimentary conference registration

Remember to contact Royann Holland at rholland@elfaonline.org or (202) 238-3423 if you are interested in sponsoring any of the conference events.

Inquiries

If you have a question about this conference not related to registration, please call ELFA Professional Development at (202) 238-3400.

Email for registration inquiries: mScott@elfaonline.org
(Note: no registrations can be made by telephone)

Email for conference brochure: jfianko@elfaonline.org

Hotel Information

A block of rooms is being held for attendees of the 2008 Operations & Technology Conference and Exhibition at the **Westin Michigan Avenue**, 909 N. Michigan Avenue, Chicago, IL 60611. A special conference rate of \$249 + 15.4% tax single/double occupancy is offered to attendees. Please call the hotel directly at **(888) 627-8385 before April 22, 2008** to ensure the group rate. Be sure to tell the reservations clerk you are attending the ELFA Operations & Technology Conference and Exhibition in order to get the group rate. Reservations made after the April 22 cutoff date are based on availability and may be at a higher rate.

Getting There

The Westin Michigan Avenue is 30 miles from O'Hare International – taxi \$35 and 15 miles from Midway airport – taxi \$25.

For further information on this hotel, check out their website: www.starwoodhotels.com/westin/property/overview/index.html?propertyID=1030

Fun Run

Participants are invited to experience Chicago for themselves during the 7th annual O&T conference morning Fun Run. The Fun Run is a non-competitive morning exercise session designed to offer participants the chance to see Chicago's cultural gems and get some exercise at the same time. A complimentary special edition T-Shirt will be given to all participants.

Principles of Leasing Workshop for Operations & IT Professionals

This 4-hour workshop will provide a broad overview of equipment leasing fundamentals and assist attendees in getting a broader understanding of the industry they serve. Fee for attending workshop is an additional \$150 per attendee. The workshop is scheduled for Wednesday, May 21 at 8:00 am-12:00 noon.

Principles of Process Modeling

This 4-hour workshop will provide a broad overview of process modeling. Fee for attending workshop is an additional \$150 per attendee. The workshop is scheduled for Wednesday, May 21 at 8:00 am-12:00 noon.

Harbor Dinner Cruise

Welcome Aboard! Enjoy three-hour hours aboard the Odyssey, cruising south towards the museum campus, north to Montrose Harbor, and then returning southwest to Navy Pier. Although this event is free to all conference attendees (no additional fee required), pre-registration is required. The Odyssey is looking forward to serving the attendees of the 2008 Operations & Technology Conference and Exhibition. The bus departs the hotel lobby at 6:30 pm. Please note that the boarding time is at 7:00 pm, and the ship departs the Navy Pier at 7:15 pm.

Important information regarding cruise attire: A jacket and tie are recommended for gentlemen; Absolutely no jeans or athletic shoes are allowed on the Odyssey.

CPE Credits

ELFA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credits. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN 37219-2417 or (615) 880-4200. Website: www.nasba.org Individuals will receive 11 Management credit hours for attending the Operations & Technology Conference and Exhibition. For further information, please go to ELFA's website: www.elfaonline.org/events/cpe.cfm or contact Janet Fianko at (202) 238-3420 or jfianko@elfaonline.org

Get Credit Toward Your Certified Lease Professional (CLP) Designation

Attendees who possess the Certified Lease Professional (CLP) designation are required to maintain that designation in a variety of ways, including teaching and attending leasing and finance-related events. If you have your CLP and wish to get credit for attending or teaching at this conference, please contact Cindy Spurdle at (610) 687-0213 or cindy@clpfoundation.org. If you wish to learn more about the CLP, please contact Cindy Spurdle at the phone or email listed here.

Attire

Business attire is appropriate for this meeting.

Conference Registration Form

Please complete and return this registration form and mail with payment to:
Equipment Leasing and Finance Association, Inc. PO Box 34733, Alexandria, VA
22334-0733. If you are registering using Express Mail, send completed conference
registration form and check to ELFA, 1825 K Street NW, Suite 900, Washington,
DC 20006.

Please note: you may also register for this conference via the Internet at ELFA
Online at www.elfaonline.org

Registration Fees:

ELFA Member (1st Person):	\$1,050
Each additional ELFA Member representative:	\$945
Nonmembers:	\$2,100
Spouse/Companion Fee:	\$200
O&T Committee Member or Speaker Fee (attending entire conference):	\$525
Speaker Fee (if attending day of presentation/ one day only):	waived
Principles of Leasing Workshop for Operations/IT:	\$150
Principles of Process Modeling:	\$150
Harbor Dinner Cruise	Free

See speaker/committee registration and policy under
"Registration and General Information" for fee clarification.

Non-Members: Please read carefully.

Non-members are welcome to attend this conference and must register at the
non-member rate. In addition, if you are employed by a company that has not
renewed its membership in the ELFA, you must wait one year to attend this
conference as a non-member.

Please use one form per registrant: copy form for additional registrations. To ensure
your name appears on the list of attendees ELFA must receive your registration
form and payment no later than Monday, May 5, 2008.

NAME _____

NICKNAME FOR BADGE _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY/STATE/ZIP _____

TELEPHONE _____ FAX _____

E-MAIL ADDRESS _____

Spouse/Companion Option

Yes, I would like to bring a Spouse/Companion for an additional fee of \$200.

Spouse Name: _____

Spouse Nickname for Badge: _____

Networking Events: Women in Leasing Luncheon

Yes, I will be attending the Women in Leasing Luncheon on Wednesday, May
21, scheduled 11:30 Noon-1:00 pm.

Fun Run

Yes, I will be starting my day with an invigorating jog in Chicago by participat-
ing in the "Fun Run" on Thursday, May 22, scheduled at 6:15- 7:15 am. My T-Shirt
size is S, M, L, XL (please circle your size for a complimentary "Fun Run" T-Shirt).

Senior Operations & IT Breakfast

Yes, I will be attending the Senior Operations & IT Breakfast on Thursday, May
22 at 7:30-8:30 am.

Harbor Dinner Cruise

Yes, I will be attending the Harbor Dinner Cruise on Wednesday, May 21 sched-
uled 7:00 pm-10:00 pm. The bus will depart the hotel lobby at 6:30 pm. There is
no additional fee for attending this event.

Workshops:

Principles of Leasing Workshop for Operations & IT Professionals

Yes, I will be attending the Principles of Leasing Workshop for Operations & IT
Professionals on Wednesday, May 21 at 8:00 am-12:00 Noon for an additional fee
of \$150.

Principles of Process Modeling Workshop

Yes, I will be attending the Principles of Process Modeling Workshop on
Wednesday, May 21 at 8:00 am-12:00 Noon for an additional fee of \$150.

Please contact me:

- Yes, I'm interested in serving on the Operations & Technology Planning Committee.
 Yes, I'm interested in becoming a sponsor at this conference.
 Yes, I would like information about my company becoming a member of ELFA.

Please note the following:

By registering for this conference you authorize ELFA the right to use any photo-
graphs taken of you during the course of the Operations & Technology Confer-
ence and Exhibition. Photographs may be used in promotional materials or
stories that appear in professional publications.

Credit Card Reservations: FAX this form to (202) 478-0980 Attn: Meetings Dept.

VISA Mastercard Amex Discover Diners Club

Total Amount to be charged \$ _____

Card Number _____ Exp. Date _____

Name on card (PLEASE PRINT) _____

Signature _____

Help Us Understand What You Want From Your Association!

To ensure that ELFA focuses its efforts and resources on what you do, please com-
plete the following two sections. *Note:* Registration for this conference cannot be
completed without this information.

Section I.

I am primarily involved in the following market (choose one)

- Small Ticket** – Transactions under \$250,000 either individually or through lines
- Middle Market** – Transactions between \$250,000 and \$5 million
either individually or through lines
- Financial Institutions** – Financial services companies (commercial banks,
investment banks, multi-line finance companies) engaged in middle market
and large ticket sectors
- Captive & Vendor Program** – Vendor and manufacturer support
activities either as a third party or captive organization
- Service Provider** – All Associate members of ELFA. Primarily involved in
providing legal, accounting, software and systems support, as well as other
specialized professional services

Section II.

My Primary Job Function and Areas of Interest (Choose no more than three)

- | | | |
|---|---|---|
| <input type="checkbox"/> Accounting (AC) | <input type="checkbox"/> Controller (CN) | <input type="checkbox"/> Municipal (MU) |
| <input type="checkbox"/> Administrative (AD) | <input type="checkbox"/> Credit (CR) | <input type="checkbox"/> Operations (OP) |
| <input type="checkbox"/> Appraisals (AP) | <input type="checkbox"/> Documentation (DM) | <input type="checkbox"/> PR/Communications (PR) |
| <input type="checkbox"/> Asset Manager (AM) | <input type="checkbox"/> Equip. Mngmt. (EM) | <input type="checkbox"/> Recruiter (RC) |
| <input type="checkbox"/> Broker (BR) | <input type="checkbox"/> Human Resources (HR) | <input type="checkbox"/> Research (RE) |
| <input type="checkbox"/> Business Development
(BD) | <input type="checkbox"/> Insurance (IN) | <input type="checkbox"/> Sales (SA) |
| <input type="checkbox"/> Collections (CO) | <input type="checkbox"/> Legal (LG) | <input type="checkbox"/> Syndications (SN) |
| <input type="checkbox"/> Corporate Executive (CE) | <input type="checkbox"/> Marketing (MK) | <input type="checkbox"/> Tax (TX) |
| <input type="checkbox"/> Consultant (CT) | <input type="checkbox"/> Mergers & Acquisition (MA) | <input type="checkbox"/> Training (TG) |
| | <input type="checkbox"/> MIS (IT) | <input type="checkbox"/> Treasurer (TR) |

Confirmations will be forwarded after registrations are received and processed.

For Office Use Only

Account #4110-0308000

Date

Approval Code

Amount