

ELFA/SAP Executive Roundtable

March 11-13, 2007

Hyatt Regency Coconut Point Resort & Spa • Bonita Springs, Florida



New Horizons

First rate line up of speakers, including FASB Chairman Robert Herz and Fannie Mae President & CEO Daniel Mudd

Integrity in the workplace: the leader's role in creating an ethical culture

Developing a diverse leadership team

What manufacturers are looking for from their financing partners

What makes some companies outperform their peers

Challenges and opportunities facing financial reporting

BUSINESS DEVELOPMENT



Who Should Attend – Please Review Carefully

Senior executives from ELFA member companies only may attend this meeting. Executives must hold the position of President, CEO, be part of the senior leadership team, and/or manage a substantial division in the company. Two representatives per

ELFA Member may attend. However if an alumnus from the ELFA Future Leasing Leaders Institute is attending, a regular member may have three representatives from their company in attendance.

Schedule of Events

Sunday, March 11

9:00 – 10:00 am
Golf Registration

10:00 am
Golf Tournament
Limited number of tee times at Raptor Bay Golf Club

5:00 – 7:00 pm
Roundtable Registration

5:30 – 7:00 pm
Chairman's Forum

FACILITATOR:

JOSEPH C. LANE
Immediate Past Chairman, Equipment Leasing & Finance Foundation
Vice Chairman, BAY4 CAPITAL, LLC

DISCUSSION LEADERS:

VALERIE JESTER, ELFA CHAIR
President
Brandywine Capital Associates, Inc.

LAIRD M. BOULDEN, ELFA CHAIR-ELECT
President & CEO
RBS Asset Finance, Inc.

OTHERS TO BE DETERMINED

7:00 – 9:30 am
Opening Reception & Dinner

Monday, March 12

7:45 – 8:30 am
Continental Breakfast

8:30 – 10:00 am
Challenges and Opportunities Facing
Financial Reporting

Chairman Herz will provide an overview of the major issues in financial reporting, including reducing complexity and improving the transparency of reporting and international convergence, as well as an update of current FASB activities, including the project on lease accounting.



PRESENTER:
ROBERT H. HERZ
Chairman
Financial Accounting Standards Board

10:00 – 10:15 am
Break

10:15 – 11:30 am
Strategies and Challenges in Leading
a Financial Services Institution Today



PRESENTER:
DANIEL H. MUDD
President & Chief Executive Officer
Fannie Mae

Daniel H. Mudd is President and Chief Executive Officer of Fannie Mae, headquartered in Washington, DC. He is also a Director of the company. Previously, Mr. Mudd served as Chief Operating

Officer, responsible for management of single-family and multi-family lender origination, credit, housing initiatives, systems, human resources, budgeting, and principal investment decisions for the organization.

Prior to joining Fannie Mae, he was President and Chief Executive Officer of GE Capital, Japan. Mr. Mudd began his career at GE Capital in 1991, was Managing Director for International Financing from 1993 to 1995, and became President and CEO for European Fleet Services in 1995. He was President of GE Capital Asia-Pacific from 1996-1999 and managed the operation through the Asian financial crisis. Prior to GE, Mr. Mudd held positions in management consulting and financial services.

11:30 am – 1:00 pm

Working Luncheons By Business Segment

Attendees divide into 5 segments: Small Ticket, Middle Market-Bank, Middle Market-Independent, Large Ticket, and Captive & Vendor Programs. Possible topics for discussion: continuing the discussion from the morning; understanding and implementing the code of fair business practices; compliance issues; risk management strategies, other issues.

1:30 – 2:30 pm

Economic and Market Trends Facing Equipment Manufacturers

Session will review trends in the equipment segments represented by the Association of Equipment Manufacturers (AEM), including the top priority issues AEM members are wrestling with, and what manufacturers look for from their financing partners.

PRESENTER:

NICK YAKSICH
Vice President, Global Public Policy
Association of Equipment Manufacturers

AEM is the consolidation of the Equipment Manufacturers Institute and the Construction Industry Manufacturers Association. Its role is to provide trade association services on a global basis for companies that manufacture equipment, products and services used worldwide in: construction, agricultural, mining, forestry, and utility industries.

2:30 – 2:45 pm

Break

2:45 – 4:30 pm

Business Differentiation: What Makes a Select Few Companies Consistently Outperform Their Peers

Results of a recent study conducted by the Equipment Leasing and Finance Foundation will be the focus of this session. Attendees will gain insight into the characteristics of outperforming companies, including a look at how they handle industry pressures, business capabilities and leadership perspectives. Details on the operating model of “out-performers” and their keen skills in developing partnerships with customers, suppliers and employees will be discussed.

MODERATOR:

SCOTT A. THACKER
Partner
Accenture

PRESENTERS:

JOSEPH C. LANE
Immediate Past Chairman, Equipment Leasing & Finance Foundation
Vice Chairman, BAY4 CAPITAL, LLC

DAVID W. HELIN
Senior Manager & Global Banking Research Lead
Accenture



6:30 – 7:30 pm

Reception

7:30 – 9:00 pm

Dinner & Entertaining On Your Own

Tuesday, March 13

7:45 – 8:30 am

Continental Breakfast

8:30 – 10:15 am

Business Ethics in the Real World

Session will focus on: integrity in the workplace; values and expectations of employees of tomorrow, ethical/moral dilemmas that employees are facing today; the leader's role in creating an ethical culture; implications for the leasing and finance industry.



PRESENTER/FACILITATOR:

DR. DONNA SOCKELL

Director, Curriculum Emphasis on Social Responsibility
Leeds School of Business
University Of Colorado

Donna Sockell has a significant research and teaching background in industrial relations and business and society. She has published over 25 pieces in journals during her 16 years as a professor at the Graduate School of Business, Columbia University and the School of Management and Labor Relations, Rutgers University. She has designed the floor trader's ethics program required for a seat on NY Commodities Exchanges and the program offered by the Futures Industry Institute, and consulted on the development the course required by the Chicago Mercantile Exchange.

Dr. Sockell will combine a formal presentation with small group interaction. Case examples will be drawn from actual industry practices, with the specific companies kept confidential, along with examples of ethical dilemmas faced by employees in other industries.

10:15 – 10:30 am

Break

10:30 – 11:45 am

Growing Leaders: Developing a Diverse Leadership Team



PRESENTER:

MICHAEL STAVER

The Staver Group
Ferandino Beach, FL

Mr. Staver is a coach to the nation's up and coming executives. He is committed to helping clients establish new strategies for achieving their goals. With a master's degree in counseling psychology and a bachelors degree in business administration, Mr. Staver understands the importance of results. He maintains a speaking and consulting calendar which includes keynote speeches to Fortune 500 companies.

11:45 am – 12:30 pm

Legislative and Regulatory Update

PRESENTERS:

DAVID FENIG

VP, ELFA Fed. Government Relations

DENNIS BROWN

VP, ELFA State Government Relations

12:30 – 2:30 pm

Hosted Luncheon/Closing Session

Investors Look at the Equipment Finance & Leasing Business

PRESENTERS:

ERIC HANSON

Managing Director
Lazard Freres & Co., LLC

DAVID D'ANTONIO

Managing Director
Diversity Capital LLC

2:30 pm

Adjournment

General Information – Please Review Carefully

Please Note: We encourage you to register online to expedite the registration process and to facilitate your golf pairings.

Bring Your Future Company Leaders! And Other Attendance Policies:

Attendance at the ELFA Executive Roundtable has traditionally been open only to the most senior members of an ELFA member's executive team and limited to two executives per ELFA member company. We have changed the attendance policy in several ways this year, so please review the following carefully.

ELFA Members: Senior executives must hold the position of President, CEO, be part of the senior leadership team, and/or manage a substantial division in the company. Two representatives per ELFA Member may attend. However if an alumnus from the ELFA Future Leasing Leaders Institute is attending as one of the representatives, a Regular Member may have three representatives from their company in attendance.

We encourage you to register early, as space is limited to ELFA member companies and is on a first-come, first-served basis.

Please Note: This is an **Executive** Roundtable. Sales professionals seeking to use the Roundtable as a means of making business contacts are not welcome at this event.

Registration Fees: Attendees: First two executives per member company: \$1,645. Future Leasing Leader Institute alumnus discount \$1,325. This discount applies only if three individuals from the same company are registering. Discount does not apply if a company is registering only one or two individuals. If the Future Leasing Leader is the second attendee from the same company, the fee for this individual is \$1,645. **Spouses:** Spouse/companion fee is \$275 (covers the receptions on Sunday and Monday, dinner on Sunday and luncheon on Tuesday).

Cancellation Policy: Individuals who cancel **on or before Friday, February 23, 2007** will receive a full refund. Cancellations received after this date are subject to a \$100 service fee per registrant. **No refund will be issued for cancellations made after Friday, March 2, 2007.** Telephone cancellations must be followed by a letter indicating the ELFA staff member who accepted the cancellation. Attendee substitutions may be made at any time, including on-site registration.

Golf: On Sunday, March 11, a limited number of tee times have been reserved beginning at 10:00 am at the Raptor Bay Golf Club. Golf fee: \$200/person. Golf fees are payable in advance to ELFA. The fee includes green fees, cart and taxes. Tee times must be guaranteed ten days before the meeting, so there will be **no**

refunds for golf after Friday, March 2, 2007. If you are interested in playing golf, please check the appropriate box on the registration form and include the appropriate amount. To put together or join a foursome, visit the online registration page at www.elfaonline.org/events/2007/er/golfpairings.cfm

Hotel Reservations: The ELFA/SAP Executive Roundtable is being held at the **Hyatt Regency Coconut Point Resort & Spa** 5001 Coconut Road, Bonita Springs, Florida, 34143. A special conference rate of \$310 + tax single/double, plus \$10/day resort fee is available to attendees. **Reservations can be made by calling 239-444-1234.** Be sure to tell the reservations clerk you will be attending the Equipment Leasing and Finance Association Executive Roundtable in order to get the group rate. **Reservations should be made before the cutoff date of Saturday, February 10, 2007.** After that date, accommodations are on a space available basis and may be at a higher rate.

Getting There: Hyatt Regency Coconut Point is located 16 miles, 25 minutes from Southwest Florida International Airport. Taxis and rental cars are readily available. For further information about this property, including driving directions, visit their website at <http://coconutpoint.hyatt.com/hyatt/hotels/index.jsp>

Attire: Business casual attire is appropriate for this meeting.

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 Executive Roundtable.

Mail-In-Address – Please Review Carefully

For check or credit card payments, mail to:
Equipment Leasing and Finance Association, Inc.
PO Box 34733, Alexandria, VA 22334-0733

If you are using express mail to register for this conference, please mail to: ELFA, 4301 North Fairfax Drive, Suite 550, Arlington, VA 22203-1627.

Registration by FAX: If the meeting date is drawing near, or if you would like to register for the Roundtable using Discover, VISA, MasterCard, Diners Club or American Express, you may fax the attached registration form to ELFA. Simply fill in the credit card information and fax the form to ELFA Meetings & Conventions at 202-478-0980. A confirmation will be forwarded to you.

For more information: Contact ELFA headquarters at (703) 527-8655.

Roundtable Registration Form

NAME _____

NICKNAME FOR BADGE _____

NAME OF SPOUSE (if attending) _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY/STATE/ZIP _____

TELEPHONE/FAX _____

Golf

NAME _____

NICKNAME FOR BADGE _____

NAME OF SPOUSE (if attending) _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY/STATE/ZIP _____

TELEPHONE/FAX _____

Golf

NAME _____

NICKNAME FOR BADGE _____

NAME OF SPOUSE (if attending) _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY/STATE/ZIP _____

TELEPHONE/FAX _____

Golf

Fees:

\$1,645 per ELFA member company executive
(2 execs per ELFA member company)

\$1,325 for Future Leasing Leader Institute Alumnus
Please note: if Future Leasing Leader Institute is second company representative, the full fee applies

\$275 spouse/companion fee

Future Leasing Leader Alumnus:

Of the individuals registered above, please provide the name of Your Future Leasing Leader Institute Alumnus here:

Golf:

Yes, I/We want to play golf on Sunday, March 11 (start time 10:00 am) at Raptor Bay Golf Club. I am submitting an additional \$200 per person with my registration fee.

Note: There will be no refund for golf after Friday, March 2, 2007.

To put together or join a foursome, visit the online registration page at www.elfaonline.org/events/2007/er/golfpairings.cfm

For Credit Card Reservations:

FAX this form to 202-478-0980 Attn: Meetings Dept.

VISA Mastercard Amex Discover Diners Club

Card Number _____ Exp. Date _____

Name on card (PLEASE PRINT) _____

Signature _____

Confirmations will be forwarded after registrations are received and processed.

Mail In Address: For check or credit card payments, mail to:
Equipment Leasing and Finance Association, Inc.

PO Box 34733
Alexandria, VA 22334-0733

If you are using express mail to register for this conference, please mail to:

Equipment Leasing and Finance Association, Inc.
4301 North Fairfax Drive, Suite 550
Arlington, VA 22203-1627

For Office Use Only

Account #4110-0306

Date _____ Approval Code _____ Amount _____