



CLP Foundation
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THE CLP CIRCULAR

News for Leasing and Financing Professionals

“Setting the Standard for Leasing & Finance Professionals the World Over”

HIGHLIGHTS

- **Flaunting the Value of CLP**
- **The Business of Ethics (Part 1)**

CLP SPOTLIGHTS

- **Gary Greene, CLP**
- **Bernie Boettigheimer, CLP**

“Flaunting the Value of CLP”

by Scott Wheeler, CLP – Wheeler Business Consulting

As with any organization, one of the greatest values of being a Certified Lease Professional is being part of a network of like-minded individuals.

Certified Lease Professionals have demonstrated their commitment to our industry and the continued education of all leasing professionals. The CLP Foundation is made up of some of the strongest, most knowledgeable individuals who are engaged in the commercial equipment leasing and finance industry. These individuals offer a wealth of essential information, which is especially valuable in more challenging and changing times. When individuals in the industry want to verify trends and quantify current market conditions, I suggest they start their research by speaking with, or meeting with, Certified Lease Professionals. It is my experience that members of the CLP Foundation have their finger on the pulse of the industry and are always willing to share their expertise with others seeking to improve their leasing knowledge. *(continued online)*

The Business of Ethics

by Raphael Lavin, CLP – Standard Professional Services, LLC

A CLP is guided by Standards of Professional Conduct of which ethics plays a central role. This column is intended as a platform for the discussion of the gray area between right and not a chance in hell.

Our first author is Raphael Lavin of Standard Professional Services, LLC

The Book of Ecclesiastes states “A good name is better than precious ointment”. (Ecclesiastes 7:1) Another adage states “What goes around comes around.” What better reference points than these to discuss ethics and how they relate to leasing. In the economic decline that we are all experiencing, perhaps better heed should be paid to one’s reputation. While lease documents and equipment finance agreements can be guided and interpreted by contract law, it is the subtle nuances that define our character. Your reputation precedes your name and defines who you are. *(continued online)*

To read these full articles, please go to www.CLPFoundation.ORG and click **Toolbox » Articles**.

Where in the World?

Steve Crane of Bank of the West?



All correct answers sent to info@clpfoundation.org will be entered into a drawing for \$20 off CLP renewal dues.

Entries must be received by 6/15.

Submit your photos for possible use in an upcoming issue of *The CLP Circular*.

Linked In?

Are you a member of LinkedIn? Be sure to join the *Certified Lease Professionals Group* to network and share ideas with your fellow CLPs.

Not a CLP? You’re still invited to join in!

Go to CLPFoundation.ORG and click



Welcome New CLP’s

Congratulations to our newest members on achieving their CLP Certification.

James House, CLP
 GreatAmerica Leasing

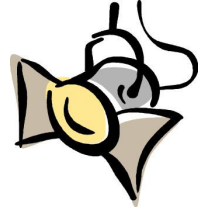
Norm Malkowski, CLP
 Dakota Financial LLC

Shervin Rashti, CLP
 Maxim Commercial Capital, LLC

Nicholas A. Ross, CLP
 Bank of the West – Equipment Leasing

Frank Schwarz, CLP
 Action Business Leasing Inc.

CLP Spotlight

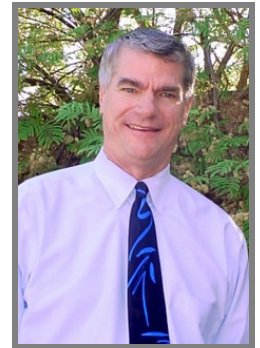


An Interview with Gary Greene, CLP

How did you get your start in the industry?

I'm a former real estate broker who got burned out by the long workweeks and frustrations of a real-estate finance market gone dead. I got out shortly after mortgage rates went to 16% or more – if you could qualify and get one! How Déjà Vu!

I worked for 3 other leasing companies before breaking out on my own in 1988. In the first 2 companies, I observed scandalously unscrupulous behavior and I learned what NOT to do in the leasing business. When I joined the 3rd company, the company owners either approved the transaction for funding internally or they turned it down. I suggested they let me try to broker some of the transactions they turned down. I researched and established multiple relationships with outside funding sources; 2 years later approximately 90% of what we did was being done on a brokerage basis! This 3rd company was ethical, though and I learned many great lessons about the business end of leasing – things I didn't see working at the 2 prior companies.



Gary Greene, CLP
Lease\$mart

Lease\$mart started out at our home breakfast nook and then expanded to an outside office where we grew to a peak of 6 employees over the next 20 years. The painful truth is that I was pretty much the only effective producer of sales and should never have gotten so heavy with support staff. Déjà Vu: I'm back to working from home again – just not from the breakfast nook!

What do you enjoy most about your work?

I LOVE that everybody wins in the kind of transactions we handle. Vendor, Lessee, Funder, Insurance Agent and of course, Lease\$mart: all of us benefit when we fund a lease! If that's not rewarding, I don't know what is.

What are some of your biggest challenges?

Funding Sources that abuse my clients - or try to - claiming evergreen rights where there are none, charging termination fees and other charges that aren't part of the contract and similar ethical shenanigans. I spend more than 100 hours every year auditing and helping my clients to get corrected termination statements. How many times could a single funding source really 'forget' to refund the security deposit to my lessees? Last year alone, I saved my clients more than \$20,000 by preventing this type of gouging. I consider it my responsibility to know what each lease agreement provides for and to make sure that all parties to the transaction are treated ethically and with respect.

How would your perfect day start?

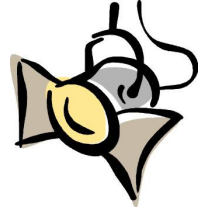
My perfect day starts with a pre-dawn soak in the back yard hot tub, gazing at the stars, spotting orbiting satellites and watching the first pink rays of dawn blending with the midnight blue of early morning.

Do you have any interesting stories you might like to share with your fellow CLPs and colleagues?

I sang and toured with the world-famous Tucson Arizona Boys Chorus from 1969 to 1972. Chorus tours took me to 48 states and much of Canada and my experience gave me a profound love of music and especially singing. My only regular 'gig' now is to sing with the TABC Alumni Chorus once each year. I've been participating in that for 27 years now, and it's always a thrill to have the curtain open and see an audience waiting to hear me/us perform!

I'm a 'survivor' of what is perhaps the worst shakeout and upheaval our industry has ever seen – and I know that MOST of the business that's been postponed over the last 2 years will ultimately happen, just later rather than sooner. My clients will need what I do and – when they're ready – I intend to be there to provide to them the most attractive and appropriate funding available.

CLP Spotlight



An Interview with Bernie Boettigheimer, CLP

Not many people have more than one career in their lifetime. But three?? It does seem odd that all three of my careers are completely different but equally instructive and character-building. Corporate life amid manufacturing appliances consumed my early years while Barbara and I raised three children who are our pride and joy. I learned how to work with people from different disciplines and how they mesh to build a useful product that produces a profit. It was a great experience and very useful in my journey thru my business life. However, in 1983 I threw off that mantle and started anew in my lifetime ambition (until that time) to start up and own an equipment leasing company. It seemed that everything associated with my first career was just a prologue to this next Endeavour. My son, John joined me in 1985 and together we built Pioneer Capital until we were funding \$50 Million annually. We sold the company in 2004 and my stay continued until April 2006. My thought was "Retirement, here I come... travel, sleep late, lazy lunches, grand kids." My first two careers were to support my family but when the music stops what do you do?



Bernie Boettigheimer, CLP
Lease Police

Now retired, in April, 2006, reality stepped in. A month in Italy went by, but something was missing. Peggy Lee's great song "Is That All There Is", came to mind. Then in June, 2006, John came up with a brilliant idea which became the outline to what became LeasePolice.com. No doubt it was somewhat inspired to keep me from being a nuisance around the house, but I liked the idea even though my background in the information internet age was generationally challenged. This was a whole new world. There was a similar non-profit firm started by the Leasing Industry in the 90's, but when it was turned over to the prestigious National Association of Credit Men, it had failed. This became my third career and labor of love. What have we achieved since then? Our database has over 40,000 firms with 350 "alerts" of unusual vendor/lessee activities. Success? Just ask our Subscribers who stay away from fraudulent vendors or who decline to deal with a vendor who has five or more repossessions in their history. It has been only three years since we started and we will never stop growing and improving our product. There won't be another career. This is it!

What type of music do you enjoy?

A search for a quiet place to study while in college led me to a small music room in the school library. My unexpected reward was a new appreciation of symphonic music. Dvorak, Copland, Prokofiev were my new heroes. They reawakened my early interest in my Mother's favorite, Franz Schubert. Later on when I moved to Dallas my interest in the arts grew when I served on the Board of the Dallas Ballet and my wife on the Board of the Dallas Opera. But it was always symphonic music, and when Dallas built our beautiful Meyerson Symphony Hall I had it all. Best of all were the choral symphonies in works such as Carmina Burana by Carl Orff and Beethoven's 9th Symphony. I've even taken several courses on music history and theory.

If you could transport yourself to any place in the world right now, where would you go and why?

Italy, of course. We have been in almost every section of Italy, Sicily and Sardinia in our eight trips. The only exception is in the area north of Pisa and the five coastal cities called Cinque Terre. Almost everyone speaks English, history is everywhere, the people are lovely and the beauty is breathtaking. We always drive as the roads are great and we feel right at home. September is the best month as in August all Europe closes down and most tourists go south to Italy and Greece.

Bank of the West



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Save the Dates

Events



**Northern California
Networking Event**
Wednesday, May 5, 2010

Baltimore Crab Feast
Thursday, June 10, 2010

Angels Game Night
Thursday, July 15, 2010

CLP Exams

July 16th
Walnut Creek, CA

August 20th
Little Rock, AR

September 10th
Cleveland, OH

September 26th
Atlanta, GA

June Mindbender

A sales manager was trying to teach puzzle solving skills to her reps. She showed the group a bag full of coins totaling 96 cents. She said there were an equal number of pennies, nickels and dimes. How many of each coin were in the bag?

Go to clpfoundation.org to check your answer. Just click on the *Mindbender* picture.

Advertising Opportunities

Website Banners Ads

For the first time ever, the CLP Foundation is announcing banner ad availability on the Foundation website.

Are you reaching the Best of the Best? You are if you promote your business with the CLP Foundation.

Details available on the website under [Toolbox >> Advertising Opportunities](#)

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88 x 31	\$30	\$80	\$150	\$270
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Additional sizes are available. Please check the website for all options.

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CLP Circular

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Business Card Size Ad \$100 for 3 months or \$40 per issue

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.

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

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