

# NVLA Annual Conference

April 22 - 24, 2013

Road to Success

The National Vehicle Leasing Association's annual conference continues its tradition of offering specifically tailored seminars for both commercial fleet and consumer lessors, again this year a special track for the Lease Here/Pay Here business. Independent leasing companies that are thinking of using off lease vehicles to get into this business and Buy Here/Pay Here dealers who are making the transition into leasing and need a comprehensive understanding of the leasing business will find this day-long educational track just what they need.

The main conference track for independent leasing companies will provide sessions on the used car outlook presented by two industry economic professionals, marketing strategies for leasing companies, legislative and legal updates, the role and risk of social media and much more. The conference covers the entire spectrum of vehicle leasing and is presented by NVLA, the Association that has been serving the independent leasing industry for over 40 years.

Register at [www.nvla.org](http://www.nvla.org) and check the website often for program updates and developments.



*The Worthington Renaissance Fort Worth Hotel in Sundance Square is convenient to shops and restaurants. Reserve your room at <https://tinyurl.com/NVLAroom> or by calling 800-266-9432. Reference the NVLA Annual Conference. Special room rate of \$179 plus tax offered until April 8, 2013, pending availability.*



## Monday, April 22, 2013

4:00 - 6:00 pm NVLA Board Meeting

6:00 - 7:30 pm Opening Reception

## Tuesday, April 23, 2013

8:00 - 8:30 am Membership Meeting  
*Jack Tracey, Executive Director,  
NVLA Ben Carfrae, President, NVLA*

8:30 - 9:30 am Keynote Address

9:30 - 10:15 am Turning the corner: How far has the leasing industry recovered?  
*Melinda Zabritski, Director, Experian*

10:15 - 10:45 am Break

10:45 - 11:30 am Accounting Session  
*Mike North, Director, Katz, Sapper & Miller*

11:45 - 1:00 pm Lunch

1:00 - 2:00 pm Crisis Management and Social Media  
*Jim Satterfield, President, Firestorm*

2:00 - 2:45 pm Brokered Leasing  
*Roger Camping, CVLA, RC Auto Corporation  
David Blassingame, Managing Partner, Autoflex Leasing*

2:45 - 3:30 pm Legal Panel  
*Angela Maynard Shovein, Partner, Hudson Cook LLP  
Michael Cardello, Partner, Morrill Hock & Hamroff LLP  
David Blassingame, Managing Partner, Autoflex Leasing*

3:30 - 4:00 pm Break

4:00 - 5:30 pm Competitive Advantage: Salesforce Training  
*Jeff Tobaben & Brad Forbush, Evolve Performace Group*

5:30 - 7:00 pm Reception with Exhibitors

# Lease Here/Pay Here Track

## Tuesday, April 24, 2013

8:30 - 9:30 am Keynote Address

9:30 - 10:15 am Legal Overview for Lease Here Pay Here Operations  
*Angela Maynard Shovein, Partner Hudson Cook LLP*

10:15 - 10:45 am Break

10:45 - 11:30 am To Lease or Not to Lease, That is the Question  
*Jim Holman, President, Pinnacle Auto Lease*

11:30 - 1:00 pm Lunch

1:00 - 2:00 pm Crisis Management and Social Media  
*Jim Satterfield, President, Firestorm*

2:00 - 2:45 pm Insurance Session  
*Ken Sevier, Vice President, Williams & Stazzone Insurance Agency, Inc.*

2:45 - 3:30 pm Residual Setting Strategies  
*Tom Webb Chief Economist, Manheim*

3:30 - 4:00 pm Break

4:00 - 4:45 pm Accounting Session  
*Mike North, Director, Katz, Sapper and Miller*

4:45 - 5:30 pm Funding Strategies  
*Ed Kaye, President and CEO, Advantage Funding*

5:30 - 7:30 pm Reception with Exhibitors

# Wednesday, April 24, 2013

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|------------------|--|
| 8:15 - 8:30 am   | Opening Remarks  |
| 8:30 - 9:30 am   | Get (and STAY) Top of Mind with New and Existing Customers<br><i>Kelly Kirkendoll, President Thrive PR</i> |
| 9:30 - 10:15 am  | Economic Outlook for the Used Car Market and Vehicle Leasing<br><i>Tom Webb, Chief Economist, Manheim</i>  |
| 10:15 - 10:30 am | Break  |
| 10:30 - 11:15 am | The Market for 2013 and 2014: Cautious Optimism<br><i>Ricky Beggs, Vice President, Black Book USA</i>      |
| 11:15 - 12:00 pm | <i>To be announced</i>   |

*Session times and topics subject to change*

## **Session Highlights**

### ***Turning the corner: How far has the leasing industry recovered?***

In this session, Melinda Zabritski, Experian Automotive's director of automotive credit will examine several key areas of the automotive market and auto leasing industry and provide an in-depth analysis of how current market trends are impacting automotive lessors.

### ***Accounting Session***

Mike North will provide an update on both financial reporting and tax issues impacting the leasing industry. This will include pending regulatory changes concerning leases for financial reporting and recent Federal Income Tax changes.

## ***Crisis Management and Social Media Risk***

How you answer the question “What should we do now?” can have far reaching implications for your business. Often, these questions are complex and require far more than insurance claims or legal responses. Making decisions in a crisis is a challenge to any organization. Today, the way we prepare for and respond to crises is completely different from a few years ago. Social media risk is a game changer.

## ***Competitive Advantage: Sales Force Training***

What do today's Top Performing business leaders know that eludes their competitors? How are today's great companies actually growing profit margins despite the intense competition in today's business climate? You will get answers to these questions and many more

## ***Get (and STAY) Top of Mind with New and Existing Customers***

When past customers and potential new customers make a leasing decision, are you going to be at the top of their mind? If not, then you're probably going to miss out on a sale. Kelly Kirkendoll, Founder and President of Thrive PR, works with small to medium-sized companies across a diverse range of industries, and she specializes in getting the word out about her clients (and keeping it out) to help them grow. In this session, she will share cost-effective strategies and tactics to help you GET top of mind with customers (and then STAY there), so that when it's time to make an auto leasing decision, YOU will be at the forefront of their minds!

## ***Economic outlook for the used car market and vehicle leasing***

A discussion of how supply and demand trends in the retail and wholesale market will impact vehicle valuations.

## ***The Market for 2013 and 2014: Cautious Optimism***

The overly successful used market values pulled us through some challenging times within the industry during 2010, 2011 and 2012. Now with funding readily available and used supplies increasing, where can we expect values to land in 2013 and 2014?

## ***And More...***

*Notice of cancellation must be sent to [info@nvla.org](mailto:info@nvla.org) by April 15. Cancellations after April 15 are not eligible for refund but substitutions may be made.*