



THE CLP CIRCULAR

News for Leasing and Financing Professionals

"Setting the Standard for Leasing & Finance Professionals the World Over"

CLP Foundation

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HIGHLIGHTS

- Release of 4th Edition CLP Handbook
- Handbook Trade-Up Program Announced

CLP SPOTLIGHT

- Brad Harmon, CLP
- Larry LaChance, CLP

Release of 4th Edition CLP Handbook

The 4th Edition of *The Certified Lease Professionals' Handbook* is **NOW AVAILABLE** for purchase. New chapters include Agriculture and Insurance with expanded sections on Lease Pricing and Asset Management - Collections. History, Classification and the Tax and Accounting chapters have also been updated to reflect the pending changes in the FASB and IASB Exposure Draft.

The book was originally written for leasing practitioners. It was the intention of the original authors to provide an in-depth action handbook for those already on a career path in leasing. Recognized leasing professionals were contacted and asked to write chapters in their areas of expertise and share their secrets of success.

This is an ideal text for a business or finance student. It provides detailed information and tools for financial and investment managers, executives, accountants and business leaders. Whether you're a college student, entry level leasing associate, or an old pro, this book is a great resource. The Handbook may also be utilized as the cornerstone of a candidate's path toward achieving CLP designation.

Handbook Trade-Up Program Announced

We'd like to see the new 4th Edition Handbook in everyone's hands by the end of the year.

What's the best deal for me?

"I recently purchased a handbook, can I get a discount?"

YES! If you purchased a handbook on or after November 1, 2009, you can trade-up to a brand new version for, wait for it... **\$9.95**. That's right, only \$9.95 and the return of your copy gets you a brand new CLP Handbook.

"I've got a 5 year old copy. Any deal for me?"

YES! Return your tattered, ripped, coffee stained book, any age, any condition, and get a brand new version for just \$38.95 including shipping. That's a 40% savings.

"Any more deals?"

Once again, YES! Take \$10 off the price of any additional copies purchased at the same time as your trade-up. No limit.

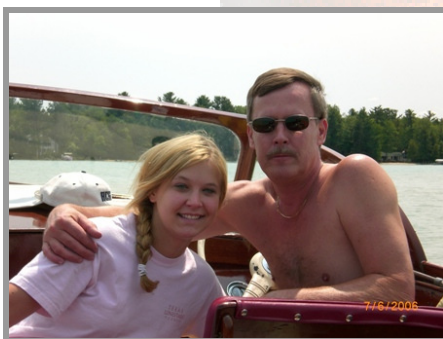
"Okay, what's the catch?"

The only catch is that these discounts expire December 31, 2010.

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

Where in the World?

Jim Lahti, CLP
Affiliated Investment Group of Cedar Park, TX



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 12/1.

New CLP's

Congratulations to the Foundation's two newest CLP's.

Kyle Gilliam, CLP

Arvest Equipment Finance
Located at Fort Smith, AR
(479) 573-1152
kgilliam@arvest.com

Mike Helder, CLP

First Star Capital
Located at Walnut Creek, CA
(952) 925-7978
mike@firststarcapital.com

Save Now!

Dues Renewal Discount

Extended for one more week until November 8th!

CLP Dues will increase by \$25 next year.

Pay your combined 2011/2012 renewal dues before November 8th and receive a \$25 discount on your 2012 dues.

As a CLP In Good Standing you should login to the Member's Only section of the CLP website and check out your options.



CLP Spotlights

An Interview with Brad Harmon, CLP



How did you get your start in the equipment leasing and finance industry?

I was finishing up my senior year in college in 2000 when I accepted an internship at Balboa Capital. Although I had tremendously helpful mentors in their San Francisco office, I only stuck around for less than a year. It was the height of the dot com mania and VC funding was seemingly falling from the sky. Several people from the SF office left and formed a new leasing company that was backed by a well funded technology reseller and WMI Capital was born. I was one of the youngest people involved and had about a year of experience but I was bright eyed, hungry, and ambitious. When the dot com phenomena turned out to be a bubble, WMI lost its funding and we started looking at our options. I had a backlog of approvals and faith that my pipeline of deals would come to fruition so I negotiated a higher commission split and decided to stick with it and see what happened. Over the next five years I became a top producing Regional Account Manager and eventually Vice President. The company grew impressively during my tenure and things were going well, I felt it was time to move on and pursue my own vision. I formed First Star Capital in March 2005. My current responsibilities include marketing, sales and managing the overall strategic direction of the company. We have grown to a full time staff of eight people and persevered with determination allowing us to accomplish a lot in our first five years. I earned my CLP in 2007 with the help of respected industry veteran Paul Knowlton. In late 2007, we were approached as an acquisition target by one of our favorite funding sources and after an extensive series of discussions we joined forces with Allegiant Partners in July 2008. Eleven years later I am running a growing company and although I am still an originator at heart, today my time is spent balancing executive management responsibilities with sales and origination requirements.



Brad Harmon, CLP
First Star Capital

What are some of the biggest challenges in your day?

Trying to sustain the success of the past while battling our way through the great recession has been a significant challenge. However, I have always wanted First Star Capital to be bigger than just Brad doing deals. My responsibilities have expanded dramatically in recent years as I have become an employer, manager, and our team even jokes that I am the in-house psychologist. I also enjoy the challenge of managing the transitions between different frames of mind required for being an individual originator on our sales team and being the architect of a growing company – the strategy of building a stable foundation and designing & implementing the processes and procedures that will allow us to break through to new levels of success and national recognition in the competitive landscape. I am learning that it takes equal parts art and science. Along with a solid team dedicated to identifying and implementing best practices we are confident that we are on the right path.

If you could be a super hero, what would be your super power and why?

Since I was never a comic book fan this is a tough question to answer because I don't really know exactly what super powers are out there. I would be interested in creating my own super hero and my own super powers. Someone that could stop time – press pause on everything that is taking place and be in a suspended state that would allow me the opportunity to strategize in more detail than would be possible in real time.

If you could transport yourself anywhere instantly, where would you go and why?

I would transport myself back in time so that I could make some key investments with information that is available today. Knowing now that Apple's stock is valued at over \$250 per share and I could have purchased it for \$5 - \$6 per share in the mid 1990's is pretty powerful information... with the help of time travel. If I were to have used my summer earnings from high school jobs to buy some Apple stock my personal financial situation would be in a stratosphere that I can only dream about today. That is my financial answer but if I could physically transport myself anywhere in the world instantly I would definitely be standing on the top of a peak in Alaska mentally debating the next perfect powder run.

CLP Spotlights

An Interview with Larry LaChance, CLP



How did you get your start in the business of leasing?

In 1983, I sold my Arnold Bread Franchise and answered an ad and got into the Car Leasing Business. Did that for 9 months and decided I did not want to do this for the rest of my life BUT I was introduced to two guys who had just left a Leasing Company to go out on their own and asked me to join them in a sales capacity. I did that for a year and then one of the owners had to relocate to warmer climate and I ended up buying his 50% interest and I inherited a partner. That lasted until 1990 when me and my partner decided it was time for a divorce and that is when we split and I started Bankers Capital from scratch. Here I am 20 years later.



Larry LaChance, CLP
Bankers Capital

Basically I had NO background in Leasing or Financing. I started in my spare bedroom in my house with a phone and yellow pages and learned everything I know today, one deal at a time. Got involved in Leasing Associations and pick the brains of bankers and others who were successful and tried not to make the mistakes that others did that are no longer in the Industry.

What are one of things you enjoy most about your day?

The Best part of my day is when a Lessee truly appreciates you giving them a second chance and they say "Thank You" and they come back for more. Good repeat Customers are the best satisfaction this business has to offer. In today's challenging Lending Environment, Business Owners need a non-conventional Leander who will listen to their story and give them a Second Chance. That is what we specialize in. The most challenging part of the day is dealing with people who are past due and they avoid you or Lie to you. The worst thing they can do. I can deal with bad news, I just can't deal with no news or Lies. I bet on people every day. I've used the motto, Bet on the Jockey, not the horse.

What does your perfect day start with?

My perfect day starts with a Local Networking Event where I may meet an influential business person for future mutual benefit.

What type of music do you like listening to?

I Love listening to oldies back when music was music. Mostly 70's My growing up era.

In the movie about your life, who would you cast to play you?

Michael Douglas. Would the movie be a drama, a comedy, a romantic-comedy, action film, or science fiction? -Drama.

If you could be a super hero, what would be your super power and why?

I would love to be able to read minds. I feel I'm a pretty good judge of character. It is what I try to do every day. Get into people's head as to how they think and see if there is something in common with my thinking. If there is, the relationship is a Win-Win for both of us.

Would you like to share an interesting hobby or accomplishment?

I graduated from High School at 16 years old. Only have a high school diploma, no college degrees, no accounting or financial background before getting into this business. Everything I have learned over the last 25 years has been self taught, roll up your sleeves and the school of hard knocks. I have been Self Employed for myself since 16 years old when I bought my first business.

Trade Up Program

CLP Handbook - 4th Edition

The 4th Edition of The **Certified Lease Professionals' Handbook** is now available for purchase. **New chapters** include Agriculture and Insurance with expanded sections on Lease Pricing and Asset Management - Collections. **Stay informed** with the updates to Accounting as well as Classification and Terminology.

Ship or mail your prior copy of the Handbook to the Foundation along with this card and a check for \$38.95 and receive the newly published 4th edition for this discounted price.

Over 40% OFF

\$38.95 Includes Shipping
Regular Price with Shipping \$64.80

\$ 38.95
Offer Valid
Until 12/31/10



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Save the Dates *Events*

NAELB Western Regional

November 11-13, 2010
Costa Mesa, CA

NEFA Fall

Super Regional Expo
November 14-15, 2010
Teaneck, NJ

NAFA Finance Summit

March 17-19, 2011
Scottsdale, AZ

CLP Exams

November 14th
NAELB Western Regional Meeting
Costa Mesa, GA

November 22nd
GreatAmerica Leasing
Cedar Rapids, IA

December 11th
K2 Funding Group
Seattle, WA

November Mindbender

Avril, Bruce, Carole and Dylan need to get across a river. The only way to cross the river is by an old bridge, which holds at most 2 people at a time. Being dark, they can't cross the bridge without a torch, of which they only have one. Each pair can only walk at the speed of the slower person. They all need to get across to the other side as quickly as possible. Avril is the slowest and takes 10 minutes to cross; Bruce takes 5 minutes; Carole takes 2 minutes; and Dylan takes 1 minute. What is the minimum time to get all of them across to the other side?

Go to clpfoundation.org to bend it!
Just click on the **Mindbender** picture.

Advertising Opportunities

Website Banners Ads

For the first time ever, the CLP Foundation is accepting banner ads to be displayed on our 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.

Check by clicking [Members >> Advertising Opportunities](#)

Extended Commitment Discounts
10%+ 15%+ 20%+

| Size (w x h) | 1 month | 3 months | 6 months | 12 months |
|--------------|---------|----------|----------|-----------|
| 88 x 31 | \$30 | \$80 | \$150 | \$270 |
| 468 x 60 | \$120 | \$325 | \$600 | \$1140 |
| 120 x 600 | \$150 | \$390 | \$750 | \$1440 |

Additional sizes are available. Please check the website for all options.

Special Member Benefit:

All CLPs in Good Standing Member Companies will receive a 20% discount off the above prices!

CLP Circular

Get Exposed to over 300 industry leaders from CLP, NAELB, NEFA, Leasing News readers and more... Run a business card size ad in the CLP Circular for only \$40/month or \$100/3 issues. Ads are first come first served.

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

Use of the CLP Designation, Logo and Other CLP Branding – The terms "Certified Lease Professional", "CLP Foundation" and "CLP", as well as the CLP Designation as they all pertain to their use in the equipment leasing industry are owned by the CLP Foundation and protected under Federal Trademark Law. Only upon meeting and maintaining the qualifications for use as determined by the CLP Foundation Board of Directors will the CLP Foundation grant an individual a license for use of materials owned by the CLP Foundation. The CLP Foundation intends to comply with all antitrust laws.