

**CLP Foundation**

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[www.clpfoundation.org](http://www.clpfoundation.org)

# THE CLP CIRCULAR

News for Leasing and Financing Professionals

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

## HIGHLIGHTS

- **Broker Mentality: TPO or Risk Manager?**
- **Optimism by Fed with Treasury Bond Program**
- **Get on TRACK with CLP**

## CLP SPOTLIGHT

- **Kevin F. Clune, CLP**
- **Norm Malkowski, CLP**

### Broker Mentality: TPO or Risk Manager?

By *Paul Menzel, CLP*  
President & CEO, Financial Pacific Leasing Co

Both macro and micro economic events that have occurred over the past three years should cause all financial services professionals to reflect on their roles and responsibilities in the process of originating financial assets. This soul searching is particularly important for those individuals and companies that are involved in third party origination of assets funded by banks and other capital sources. The equipment leasing and finance industry has fared better than the mortgage and securities industries partly due to a strong risk management "mentality".

However, our leasing industry has suffered from the failure of third-party originators (TPOs) or brokers, along with some funding sources, to put risk management ahead of asset generation in guiding them in their origination practices and decisions.

To read these full articles, go to [www.CLPFoundation.ORG](http://www.CLPFoundation.ORG) and click **Toolbox » Articles**.

### Optimism by Fed with Treasury Bond Program

By *Joshua Zumbrun*  
Published on *Bloomberg.com* on March 15, 2011

The Federal Reserve will continue its \$600 billion Treasury bond purchase program with hopes of lowering interest rates on loans and increasing stock prices. With unemployment at 8.9% and increasing fuel prices, Federal Chairman Bernanke continues to downplay the risk of inflation and assures that he is keeping these indicators in check. The Fed is confident the Treasury bond program will stimulate job growth and facilitate economic stimulation.

For the full article, visit

<http://www.bloomberg.com/news/2011-03-16/fed-signals-further-stimulus-unlikely-as-economic-recovery-gains-strength.html>

### Two New CLPs

The Foundation would like to welcome it's two newest CLPs.

**Brian Black, CLP**  
Financial Pacific Leasing, LLC  
[bblack@finpac.com](mailto:bblack@finpac.com)

**John Turnacliiff, CLP**  
Golden Gate Capital Group, LLC  
[jturnacliiff@goldengatecapitalgroup.com](mailto:jturnacliiff@goldengatecapitalgroup.com)

### Where in the World?



**Paul Menzel, CLP**  
**Jim Cosfon, CLP**

Last Month:  
Dave Schaefer, CLP of Orion First Financial was at the NEFA Regional Event in Seattle, WA watching a Seattle Mariners Game.

All correct answers sent to [info@clpfoundation.org](mailto:info@clpfoundation.org) by 4/15 will be entered into a drawing for \$20 off CLP renewal dues.

### Get on TRACK with CLP

#### TRUSTWORTHY

CLPs have earned an enhanced position within the leasing and finance industry, and elevated levels of acceptance based on a pledge to the CLP Standards of Professional Conduct.

#### RESPECTED

Associating yourself with an elite network of certified industry professionals garners respect.

#### ACCOMPLISHED

The CLP designation means capable and qualified, efficient and effective - not only in developing and maintaining business relationships, but in contributing toward the health and future of the industry as a whole.

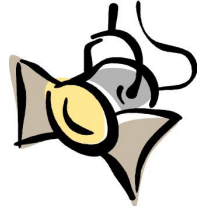
#### CREDIBLE

CLPs embody a philosophy focused on best business practices through proven credentials, experience, reliability and industry know-how.

#### KNOWLEDGEABLE

CLPs have demonstrated a comprehensive understanding of the equipment leasing and finance industry by passing the CLP Exam.

Apply Now at <http://www.clpfoundation.org>



# CLP Spotlight

## AN INTERVIEW WITH KEVIN F. CLUNE, CLP

### What is your favorite thing about the equipment finance industry?

I love taking “nickel tours” of companies and seeing how the equipment we finance for them is an important part of their success. That is a genuine rush.

### How did you get your start?

It's a “two beer story” but I never intended to get into leasing. I was a Chemistry major in college intent on going to medical school. I graduated from college a semester early and had nowhere to light. My father Bob Clune's leasing company lost a key man so he hired me to warm the chair until he could get someone else hired. That was 37 years ago and that's how much planning went into my career in the leasing business.....but, does anyone actually dream about getting into the leasing biz??

I bought the company in '91.

### What are the biggest challenges in your day?

My biggest challenge is trying to triage the ever growing “input” I get every day from industry pubs, emails, texts, voicemails, newspapers etc. and then have time to sell, and to think about our next strategic move. Technology had very little impact on the delivery of small ticket services when I joined the company but now it is largely the means by which we operate all aspects of the company.

**According to Kevin, “*Golf is the ideal game for those whose jobs don't provide an adequate level of frustration.*”**

### What has helped you in business the most?

The years of business and ethical mentoring that I got from my father, and the dedication of every one of our incredible team members who sometimes call themselves “Clunatics”.

### What is the last book you read?

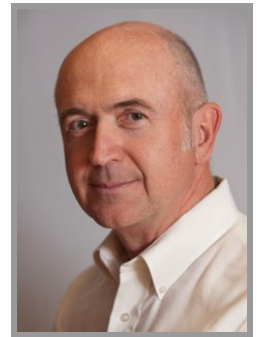
*The Ruling Class* by Angelo Codevilla. I think it's a fascinating read, no matter your political persuasion.

### What is the most interesting place you have ever visited?

Italy....we visited Rome and Florence. I was infatuated with the art, the history, the people, the food and the language. I came back home and have taken six semesters of Italian language classes.

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

To the west coast of Ireland where my wife and I have lots of family. We go there as often as we are able. Several years ago we rented a seaside home for a month. I've never been more relaxed in my life... and our business had record sales while I was gone!

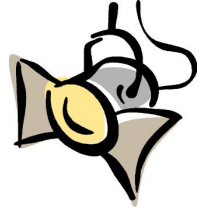


Kevin F. Clune, CLP  
President, Clune & Co LC,  
Shawnee Mission, Kansas



Kevin and his wife Mary Kay celebrating their 35<sup>th</sup> wedding anniversary at Treetops Golf Course in Gaylord, Michigan.





# CLP Spotlight

## AN INTERVIEW WITH NORM MALKOWSKI, CLP

### What has helped you in business the most?

My career in Leasing is not as long nor as distinguished as many in this industry. In fact, I could be considered a rookie when compared to many of them. I've been in Sales & Marketing since 1980. I owned my own direct sales company for many years and "invested" the time to earn my certification in that industry (CPMR). But when it became time to move on, a good friend, Jeff Macdonald, convinced me to get into leasing. My experiences as a direct sales person helped me to understand the needs of the Broker community. It helped to develop some effective sales tools in the sub-prime leasing market. But dealing with just C & D credits, I only saw a portion of the industry. I looked to the CLP program to help me further develop the skills I would need to further my success in the industry. With the help of Joe Stratton with Pepper Financial as my mentor & Cindy Spurdle as my cheerleader, achieving this personal goal became a reality in 2010. But again, change was in the wind. After having been on the Funder side of this industry for the past 10 years or so, I found myself with enough confidence to get back into the direct sales end of the industry and become a Broker. Being a CLP provided me with the skill set I need to grow and become a National Account Manager with First Star Capital. So I'd have to say the great relationships I've had over the past 10 years has helped me professionally and personally. The future in 2011 looks exciting and I'm glad to be where I am. Change is good!



**Norm Malkowski, CLP**  
National Account Manager  
First Star Capital  
Walnut Creek, California

### What does your perfect day start with?

I spent 8 years in the United States Navy and made three "west Pac cruises" to southeast Asia (including Vietnam). These "trips" took me away from my young family for 6 months at a time! Back then there was no email or internet (1970 to 1978). It was tough on my wife. When I got out of the Navy, as a rookie regional Sales Manager, I again found myself away from the family more often than I cared. But now I find myself living with an extended family: my wife, 2 daughters, my son-in-law, and three grandchildren – all in the same house. There's always something going on. When my grandsons (ages 9 & 10) run in to say good morning before going to school and then I get to hold my 9 month old granddaughter, it really makes me appreciate the time I have with them. Seeing them smile every day just makes my day that much better.



And you thought **you** were buried with work

### Would you like to share an interesting hobby or accomplishment?

I've made it a point to be involved in this industry. I've served on several committees in the NAELB and the NEFA and even hosted some workshops at various conferences. I believe in "giving back" by being involved. But my greatest personal accomplishment (other than my wonderful wife, 3 children, and 3 grandchildren) came as a member of Kiwanis International which I joined shortly after 9/11. Kiwanis International ([www.kiwanis.org](http://www.kiwanis.org)) is an association of volunteers dedicated to serving the needs of the community in which they live. As a member of this organization, I was honored when I was selected as the Kiwanian of the Year in 2004 and again in 2008 – an honor that is given by the members of the club. You don't become a member of Kiwanis looking for any recognition. You do so to serve your community. But to have been honored like this twice by my friends and peers is something I'll always cherish. When the awards were announced at our annual banquet, they were the only times in my life where I was speechless! And that's hard to believe in itself.

## Training Classes

Howard Krollfeifer, Jr. CLP is Vice President of D&H Enterprises, Inc. and a consulting, training and expert witness company for the equipment leasing and financing industry. He will be teaching ELFA's **Principles of Equipment Leasing and Finance Workshop** at ELFA's Headquarters in Washington, DC in April, June, September and October of this year.

Learn more here:  
<http://www.elfaonline.org/pub/events/POL/>

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## CLP Handbook Special

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

## CLP HANDBOOK 4TH EDITION

*"I purchased two copies of the new Handbook to help train newly hired sales reps. It has been a valuable resource."*

- Spencer Richman, CLP  
 NAELB Past President  
 President, AFN Leasing

available at [www.clpfoundation.org](http://www.clpfoundation.org)

## Conference Attendee Benefits

**CLP Master Review Class**  
 INCLUDED IN REGISTRATION  
 for the following NAELB conference

**Thursday, April 7<sup>th</sup> from 9:00am – 5:00pm**  
**NAELB 2011 Annual Conference**

Hilton Austin – Austin, Texas

**Call (800) 996-2352 to reserve your space**

## Save the Dates

Events

## NAELB Annual Conference

April 7-9, 2011  
 Austin, TX

ELFA National  
Funding Conference

April 12-14, 2011  
 Chicago, IL

## ELFA Capitol Connections

May 10-11, 2011  
 Washington, DC

## CLP Exams

**Apr 10** Austin, TX  
**May 7** Northborough, MA  
**May 25** Cedar Rapids, IA  
**Jun 10** Gig Harbor, WA  
**Jul 15** Ft Collins, CO  
**Jul 29** Prescott, AZ  
**Aug 17** Cedar Rapids, IA

**Additional Details Online**

**Can you identify the CLP on the pony before they became a CLP?**

- Shari Lipski, CLP
- Tamara McCourt, CLP
- Marci Slagle, CLP
- Samantha Brodt, CLP
- Vicki Shimkus, CLP



All correct answers submitted to [info@clpfoundation.org](mailto:info@clpfoundation.org) before April 15<sup>th</sup> will be entered in a drawing for 50% off a copy of the NEW 4<sup>th</sup> Edition CLP Handbook.

## Advertising Opportunities

## Website Banners Ads

The CLP Foundation is accepting banner ads to be displayed on our website.

Details available on the website.

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

## CLP Circular

**Get Exposed** to 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.

## Visit the CLP Booth in Austin Lucky # 13

Receive a card for a discount on certification.

## Leading Industry Organizations



**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.