



# THE CLP CIRCULAR

## News for Leasing Professionals

### What's a CLP?

by Ned Luce, CLP

### HIGHLIGHTS

- What's a CLP?  
*by Ned Luce*
- Stimulus Plan a Success  
Deadline 9/30/2009
- Blast from the Past:  
2000

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Yep, it has happened to all of us. We studied hard, we took the test, we passed the test, and we put the exotic and much envied "CLP" on our business card. Then, we gave out our card at a meeting and somebody said, "What's a CLP?" After all that studying and the stress of the test, it takes the wind out of your sails, doesn't it? If it happened to you, it only happened once, right? NOT!

First of all, I don't think I, and most of you, need the business world to immediately confer some kind of lofty status upon all who have earned CLP status. However, I do believe that more people in more companies going through the education process leading to a CLP status will build the quality of the companies in the industry. And all of us would profit from that.

In the late '80s I worked for the IBM Credit Corporation, ICC. One of the goals of ICC was to provide greater flexibility for IBM hardware customers accustomed to leasing IBM products from other leasing companies. In spite of the fact that I was "selling money" and not hardware, the business community knew who IBM was and since my card had IBM on it, I profited from that general awareness. When I started my own small leasing company, Equipment Financing Services, selling leases on brewing equipment to micro-brewers, it didn't make any difference what my business card said, they were hungry for money and if I could provide it, they were customers. I was VP of Operations for Kevin Clune, CLP at Clune & Company, a "mini-ticket" lessor that had been doing leasing in Kansas City for over 50 years. Because of the company's long standing in the community, the business name on the card did have awareness in the area. Recently, I have been doing some consulting with "CLP" on my business card. When I present it, I get that same question, "What's a CLP?"

It appears that the growing number of CLPs are not executives, management or company owners. It seems the newer CLPs are employees of companies using the CLP program to enhance the education of their people. Companies may use the CLP program in place of an in-house designed employee training program or it may be a part of the company's own more extensive education program. The knowledge of their folks, and the quality of their business is greater than those not taking advantage of the CLP program.

The quality and reputation of our industry will be enhanced as we become better trained in the business elements we must deal with, the consequences of those elements, and the opportunities those elements present to us. The expansion of the CLP program is a way to achieve this. In order to expand the program, we must extol the virtues of the program to others. The more CLPs there are the better their companies' products, services, and opportunities will be. The industry will find enhanced business options and be more professional. We need to encourage and help others to take on the challenge of the CLP program. As these people become more qualified, the companies will become better, and the industry will become better.

No, we don't need everybody to know what "CLP" means. We need to know that this industry is peopled with the best educated financial help available. We need to be able to communicate more effectively with the knowledgeable folks in the industry. We need to know more about the successful companies in the industry. We need to know that this industry is growing and that people and companies are prospering. The CLP Program helps all of this to happen.

A special thanks to Amy Holsapple, CLP and Bernadette McDevitt, CLP at Clune & Company for helping me on this article.

### Blast from the Past: 2000

CLP President	----- Jim Lahti, CLP	US President	----- Bill Clinton
New CLP Members	----- 6	US Inflation Rate	----- 3.4%
CLP Membership	----- 205	US Unemployment	----- 3.5%
Dow Jones Peak	----- 11,722	Tallest US Building	Sears Tower, Chicago
Fed Funds Rate August	----- 6.4%	Median Household Income	----- \$49,951



Fred Andresen, CLP  
Dwight Galloway, CLP



### Time is running out!

**Deadline: September 30<sup>th</sup>**

Do you know of a fellow industry professional who would qualify for Certification?

Your schooling may be over, but remember:

# Your Education Continues!

# CLP Spotlight

## An Interview with Miles Schmidt, CLP



### How did you get your start in the leasing industry?

My career in lending started in the mid 1980's where I was a Loan Officer for a large credit union that served the employee's of the Weyerhaeuser Company. After 10 years of direct consumer lending and helping thousands of credit union members with their financial needs over the years, I realized it was time to further expand and develop my lending career. I joined Financial Pacific Leasing team in 1998 as a Credit Officer and jumped head first into a new form of lending called "business equipment leasing". It was new, exciting and challenging all rolled into one and remains so to this day.



Miles Schmidt, CLP  
Financial Pacific Leasing

### What do you enjoy most about your job and or what are the biggest challenges in your day?

I enjoy the wide variety of credit requests that come in daily from various businesses seeking a multitude of equipment. We handle lease requests from all across the country in a wide variety of industries for both new and used equipment. Brokers have said that in many cases the lessee can earn enough money in one day operating our new equipment to make their entire monthly lease payment. That's a great selling point to the lessee and means the rest of the monthly revenue made with the equipment is profit!

My CLP certification came in 2004. After six months of intense studying and review classes I took the CLP test and passed first time out. As the test approached I made many outlines, lists of terms and prepared various print outs to help in my CLP studies. I concluded my studies with the in depth review class and pulled it all together right before the big test. My biggest recommendation to future CLP's is to take proper time to study, prepare and plan your time wisely to learn the material. If you take it seriously and dedicate the proper time to prepare for the test you will succeed. Three to four weeks study time is simply not enough time to properly prepare for the test in my opinion.

### How do you enjoy your free time?

So what do I do for fun? I have been a licensed antique dealer for over 20 years and the thrill of finding hidden treasures has always been exciting to me. There's nothing quite like finding a hidden treasure for 50 cents at a garage sale that's worth \$500. Buying, selling and collecting antiques can be fun but it takes a lot of work, years of expanding your knowledge, some skill and a little luck to do it with continued success. One of my better finds, a 1904 Dog Show Trophy from Los Angeles, landed me on the Antiques Roadshow a few years back and granted me four minutes of unanticipated fame. The search for treasures continues. I also enjoy trout and salmon fishing locally with my daughter.

My wife and I have been married 24 years (high school sweethearts) and have 2 children. Christopher who is in his second year at Pacific Lutheran University and Kate who entering the 9<sup>th</sup> grade this year.

## An Interview with Gary Parker, CLP

### How did you get your start in the leasing industry?

I have always been involved in Financial Services as I even worked at a bank during the summers while attending collage. I transitioned into the leasing business in 1992 when I joined Colonial Pacific Leasing. During my 10 years of employment at Colonial, I was fortunate to enough to be in a number of leadership positions covering all aspects of the business; Asset Management, Operations, and Sales. While I was one of the first to complete my CLP in 1998, my real education did not really start until I decided to work on the broker side of the business for 2 (two) years as a V.P. of Sales. With experience in working for a funding source, and a whole new respect and understanding of the broker business, I started with Commercial Equipment Lease in 2004 in my current role as V.P of Operations. Commercial Equipment Lease is a bank owned finance company that has been in business for over 35 years, and has a business model that truly offers a "common sense" approach and philosophy on how we do business. Joining the Commercial Equipment team has been a wonderful opportunity.



Gary Parker, CLP  
Commercial Equipment

### What is one of the things you enjoy most about your job?

Even in our current environment that involves a number of challenges, both good and bad, I look forward to coming to work every day. Equipment leasing in itself is a very fast paced, dynamic, ever changing business. I truly enjoy the many challenges that the business has to offer. In addition, I am lucky to be surrounded by an amazing group of people who share the same passion, drive, and values that I have. While Commercial Equipment Lease is not a large company, our approach to having highly motivated, experienced and talented people, is a formula that really works.

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

I'm not really a "hobby guy" as most of my free time involves physical activities and the great outdoors. My motto is "go hard or stay home", as our family enjoys snow skiing, snow boarding, water skiing, wake boarding, fishing, camping, and spending time in our yard. I also enjoy working out, running, lifting weights, and staying active and healthy.

### What does your perfect day start with?

Coffee, lot's of coffee.

### What thought or message would you put in a fortune cookie?

Based on the challenges our industry is facing I saw this the other day and thought it was a great message: "life is not about weathering one storm to the next, it's about learning to enjoy dancing in the rain".

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## Save the Dates



### NAELB Eastern Regional Meeting

**Renaissance Concourse Hotel**  
1 Hartsfield Centre Pkwy • Atlanta, GA 30354  
(404) 209-9999  
September 11-12, 2009

### NEFA Fall Funding Symposium

**Monterey Marriott**  
350 Calle Principal • Monterey, CA 93940  
(831) 649-4234  
September 24-26, 2009



### NAELB West Coast Regional Meeting

**Hilton Orange County / Costa Mesa**  
3050 Bristol Street • Costa Mesa, CA 92626  
(714) 540-7000  
November 6-7, 2009

## Advertising Opportunities

### CLP Circular

(you're reading it now)

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 per month or \$100 for three issues. All ads are **first come first served**.

Business Card Size Ad	\$100 for 3 months or \$40 per issue
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### CLP Handbook 2009 Edition

Smart Businesses actively look for ways to do Better Business.

**Better Business means working with a CLP.**

Reserve your advertising space now, while there is still availability! A new edition of the CLP Handbook will be going to print soon. There is still space left to advertise your company to the "Best of the Best" in the equipment finance industry: namely, CLPs.

Inside Cover	<b>SOLD OUT \$1150</b>
Back Cover	\$1150
Inside Pages	\$850

If received prior to September 1st

## CLP Standards of Professional Conduct

- ✓ A Certified Lease Professional will always strive to conduct all business dealings in an honest, ethical, and professional manner.
- ✓ A Certified Lease Professional will respect ownership of funds delivered as advanced fees or security deposits and will treat in a fiduciary capacity all funds received in that capacity.
- ✓ A Certified Lease Professional will strive to constantly gain additional education to improve his/her professional competency and will work to promote education and integrity within the leasing industry.
- ✓ A Certified Lease Professional will never make false or misleading statements to his/her employer, customers, vendors or funding sources.
- ✓ A Certified Lease Professional will never be involved in fraudulent activities in business dealings within the equipment leasing industry.
- ✓ A Certified Lease Professional will always treat with confidentiality, as defined by law, all information regarding customers, vendors, funding sources and credit reporting agencies.
- ✓ A Certified Lease Professional will act in a leadership role in the industry and always be held to the highest standards of conduct applicable to the industry.

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