

Dear NAELB Members:

[Fernley & Fernley](#) is delighted to begin serving as the new association management company for NAELB, as of January 1, 2014. While change can be challenging, we trust that the transition and affiliation with your new association headquarters will result in: increases in member and volunteer engagement; opportunities for innovative programming and events; and new and expanded resources and expertise to advance association growth and partnerships.

A little bit about your new association management company; Fernley & Fernley is a fifth generation family firm founded in 1886 in Philadelphia, PA. We are considered the nation's first association management company. Having received charter accreditation by the Association Management Company Institute (AMCI) exemplifies our commitment to quality and dedication to our industry and our clients. We are confident that our culture, experience, and expertise will ensure that Fernley & Fernley will be a strong partner with NAELB.

I have included the names of your team leaders with a brief description of our experience and roles in supporting NAELB to begin to acquaint you with the new association headquarters team. Our address and general contact information is posted on the web site as well as below.

We are in the final stages of transitioning the web site and fully restoring all of the online functions NAELB members are accustomed to; including the NAELB Forum. You will receive an email from NAELB Headquarters with your login credentials and instructions when setup is complete.

We welcome any questions or comments that you may have; my contact information is provided below. I look forward to meeting everyone in Orlando this May!

Sincerely,

Jessica Widing, CAE

Executive Director

2014 NAELB Main Headquarters Team

Jessica Widing, CAE, NAELB Executive Director

jwiding@fernley.com

Jessica will serve as the Executive Director for the association and will manage operations, governance and service-delivery through Fernley & Fernley. She will be the main point of contact for the Board of Directors and other key volunteers. Jessica has been with Fernley & Fernley for over 10 years. Jessica's prior work experience includes coordinating and training

500 volunteers for the RNC, managing over 150 volunteer board and committee members in support of a major historic preservation initiative, and providing leadership and support to Boards of Directors for several health care associations. She earned her Certified Association Executive (CAE) designation in 2011.

Lisa Chester, NAELB Associate Director

lchester@fernley.com

Lisa will serve as the Associate Director for the association and primarily will manage committee activities, member communications, social media, and interact with members regarding NAELB benefits. She will be the main point of contact for committee volunteers and will assist Jessica Widing in her role as Executive Director. Lisa has been with Fernley & Fernley for 3+ years, working with a wide variety of non-profit organizations.

In addition to these core team members, NAELB will receive support from a number of functional support specialists in the areas of Accounting, Convention Services, Membership Services, Meeting Planning, and Creative Services. We refer to this group as the "Hub Team." NAELB members will interact with members of our Hub Team when they have questions about dues renewals, meeting registration, or navigating the new web portal. An average of twelve Fernley & Fernley associates will contribute to daily NAELB operations.

New! NAELB Headquarters Contact Information

National Association of Equipment Leasing Brokers

100 North 20th Street, Suite 400

Philadelphia, PA 19103

800-99-NAELB (phone)

215-564-2175 (fax)

info@naelb.org

www.naelb.org