

# RECONNECT REUNITE

CELEBRATING  
60 YEARS  
1961-2021  
ELFA  
EQUIPMENT LEASING AND FINANCE ASSOCIATION

## 60<sup>TH</sup> Annual Convention

October 24-26, 2021

JW Marriott Hill Country  
San Antonio, Texas

## PROGRAM GUIDE

Mobile app sponsored by



**Complimentary Wi-Fi**

Network Name: IDS2021

Password: IDSnowSolifi

(NOT CASE SENSITIVE)

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# Don't Miss These Highlights

## Welcome Reception and Exhibits Open

Sponsored by



STONEBRIAR  
COMMERCIAL FINANCE



Syndifi

**Sunday, October 24 • 6:00 – 8:30 pm**

CIBOLO CANYON 5-11

## Opening General Session

**Speaker:** DEDE HALFHILL

**Monday, October 25 • 8:30 – 10:00 am**

GRAND OAKS G - S

## Equipment Leasing & Finance Foundation Luncheon



Sponsored by **EQUIFAX®**

**Speaker:** ROBERT WESCOTT

**Monday, October 25 • 12:15 – 2:00 pm**

GRAND OAKS G-S

## Tuesday General Session

Sponsored by **EQUIFAX®**

**Speaker:** ERIK QUALMAN

**Tuesday, October 26 • 8:30 – 10:30 am**

GRAND OAKS G-S

## Outside Community Luncheon

Sponsored by **EQUIFAX®**

**Tuesday, October 26 • 12:45 – 2:30 pm**

EVENT LAWN 1

## Outside Closing Reception & Dinner

Sponsored by



**Deep in the Heart of Texas!**

**Tuesday, October 26 • 6:30 – 9:30 pm**

OUTSIDE RIVER BEND PAVILION

### Exhibit Hours

*Cibolo Canyon 5-11*

**Sunday, October 24**

6:00 – 8:30 pm

**Monday, October 25**

7:00 am – 4:00 pm

**Tuesday, October 26**

7:00 am – 3:00 pm

# Thank You...

... To All Our Convention Sponsors (as of October 8, 2021)



Member FDIC

... To All Our Community Service Project Sponsors (as of October 8, 2021)



Financial Services Group, LLC



... To You To All Our Exhibitors! (as of October 10, 2021)

Alfa Financial Software, Inc.  
American Lease Insurance  
Asset Compliant Solutions (ACS)  
BankFinancial, NA  
BigIron Auctions  
Certified Lease & Finance Professional Foundation (CLFP)  
CODIX  
CSC  
Dominion Leasing Software

ECS Financial Services, Inc.  
Equifax  
Equipment Brokers Unlimited  
Equipment Leasing & Finance Foundation  
ELFA  
ELFA LeasePAC  
Fifth Third Bank  
FIS  
FleetEvaluator

Great American Insurance Group  
Ivory Consulting Corporation  
JDR Solutions, Inc.  
Leasepath  
Linedata Lending & Leasing  
Liventus, Inc.  
LTI Technology Solutions  
Monitor / monitordaily.com  
NETSOL Technologies Americas  
Northteq

Notarize  
Odessa  
Orion First Financial, LLC  
Q2  
Randall-Reilly  
Solifi  
Solutions by Text  
Wolters Kluwer Lien Solutions



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## ELFA Help Desk

The ELFA Office will be open at the Registration Desk during the following hours:

Sunday, October 24 • 10:00 a.m. – 8:00 p.m.

Monday, October 25 • 7:00 a.m. – 4:30 p.m.

Tuesday, October 26 • 7:00 a.m. – 3:00 p.m.

ELFA staff will be available during these times to answer questions and provide assistance.

## JW Marriott Hill Country FedEx Business Center

The hotel's full-service business center features printers, computers and fax machines as well as packaging and shipping services. Personal assistance is available during the day to answer any additional questions you may have.

## Business Center Hours

Monday - Friday	7:00 a.m. – 6:00 p.m.
Saturday	9:00 a.m. – 5:00 p.m.
Sunday	Noon – 5:00 p.m.

## NEED ASSISTANCE?

ELFA's staff members are happy to help!  
Please visit the ELFA Registration Desk  
located on the ballroom level.

## Download the ELFA Engage Mobile App Today



Sponsored by



**Step 1:** Visit your mobile device's app store and search for ELFA Engage

Or scan the QR Code:



**Step 2:** Click Get/Install

**Step 3:** Accept notifications from the mobile app

**Step 4:** Login using your ELFA website credentials

# Schedule at a Glance

All locations listed are at the JW Marriott Hill Country unless otherwise noted. The general and breakout sessions may be viewed in-person or streaming LIVE through the Virtual Stage. See page 9 for details. Breakout sessions will be recorded and available after the Convention on the ELFA Conference Resource Center. Be sure to check out the ELFA Engage Mobile App for the most up-to-date information.

## Sunday, October 24

Mobile App sponsored by  **ADVANCING THE WAY THE WORLD PAYS, BANKS AND INVESTS™**

Electronic Handouts sponsored by 

Conference bags sponsored by  **We're here to help.™**

WiFi in Meeting Rooms sponsored by  **solifi** TECHNOLOGY THAT UNLEASHES POTENTIAL

Hosted Session Rooms sponsored by  **solifi** TECHNOLOGY THAT UNLEASHES POTENTIAL  
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Hotel Key Cards sponsored by  **financial solutions partner**

Beverage Cup Sleeves sponsored by 

Note Pads sponsored by  **Western Alliance Bank®**  
Member FDIC

Pens sponsored by  **Western Alliance Bank®**  
Member FDIC

Virtual Platform sponsored by 

7:00 a.m.

### Breakfast for Golfers

RIVER BEND PAVILION

8:00 a.m.

### Golf Tournament (Shotgun Start)

JW MARRIOTT HILL COUNTRY AT&T CANYONS COURSE

7:00 – 8:00 a.m.

### Breakfast for Bike Riders

EXHIBIT HALL DRIVE

8:00 a.m. – 1:00 p.m.

### Jim McGrane Charity Bike Ride

(bike riders depart at 8:00 am)

See page 2 for the list of community service sponsors.

EXHIBIT HALL DRIVE



10:00 a.m. – 8:00 p.m.

### Convention Registration

(Attendees & Exhibitors)

REGISTRATION DESK, BALLROOM LEVEL

1:00 – 2:00 p.m.

### Luncheon for Golfers

RIVER BEND PAVILION

1:00 – 5:00 p.m.

### Exhibitor Setup

CIBOLO CANYON 5-11

2:00 – 4:00 p.m.

### Community Service Project:

#### Build-a-Wheelchair®

(on property; pre-registration required)

EVENT LAWN 1



4:30 – 5:30 p.m.

### New Members and Leadership Reception

SUNFLOWER/WISTERIA LAWN

Sponsored by 

5:00 – 6:00 p.m.

### Women's Council Reception—All Welcome

SUNDAY HOUSE PATIO

Sponsored by  **DARC Y & DEVASSY PC**  
ATTORNEYS AT LAW



6:00 – 8:30 p.m.

### Welcome Reception

Exhibits Open

CIBOLO CANYON 5-11

Sponsored by 



## Monday, October 25

7:00 a.m. – 4:30 p.m.

### Convention Registration

REGISTRATION DESK, BALLROOM LEVEL

7:00 – 8:15 a.m.

### Group Breakfast

CIBOLO CANYON 5-11

Sponsored by



7:00 a.m. – 4:30 p.m.

## Exhibits Open

CIBOLO CANYON 5-11

8:30 – 10:00 a.m.

## General Session

### President Report and Keynote Address

GRAND OAKS G-S

Speakers:



**RALPH PETTA**

President and CEO, ELFA



**DEDE HALFHILL**

Renowned Leadership Expert & Colonel, USAF (Ret.)



**MICHAEL DICECCO**

Incoming ELFA Board Chair  
Executive Managing Director  
Huntington Asset Finance

10:00 a.m. – Noon

## Refreshment Break in Exhibit Area

CIBOLO CANYON 5-11

Beverage cup sleeves sponsored by



10:30 a.m. – Noon

## Concurrent Breakout Sessions

- Capital Markets Review: Funding in the Digital Age

Supported by:  **ELFA FOUNDATION**  
Your Eye on the Future

CIBOLO CANYON 1-2

- The Shift from Hard Assets to Servitization:  
New Models for Equipment Finance Providers

SOLIFI ROOM - CIBOLO CANYON 3-4

- The New Leadership Playbook:  
How to Ignite Performance at Every Level

Supported by: ELFA Women's Council

Sponsored by  **STONEBRIAR**  
COMMERCIAL FINANCE

GRAND OAKS A-C

- Technology Innovation Workgroup Presents:  
Real AI in Equipment Finance

Supported by: ELFA Technology Innovation Workgroup

WESTERN ALLIANCE BANK ROOM - GRAND OAKS D-F

11:00 a.m. – 3:00 p.m.

## Spouse/Companion Event:

### Texas Outfitters and Wine Tasting at the JW Marriott

(pre-registration required)

IRIS & LILY LAWN

12:15 – 2:00 p.m.

## Equipment Leasing & Finance Foundation Luncheon

GRAND OAKS G-S

Sponsored by **EQUIFAX®**

Speaker:



**ROBERT WESCOTT, Ph.D.**

President, Keybridge Research LLC

2:00 – 4:00 p.m.

## Refreshment Break in Exhibit Area

CIBOLO CANYON 5-11

Beverage cup sleeves sponsored by



2:30 – 4:00 p.m.

## Concurrent Breakout Sessions

- Corporate Diversity, Equality and Inclusion –  
The Realities, Challenges and Goals

Supported by: ELFA Equality Committee

CIBOLO CANYON 1-2

- Back to the Future: Hot Legal Topics for ELFA's  
70th Anniversary

SOLIFI ROOM - CIBOLO CANYON 3-4

- Fleet Modernization – Utilizing Data and Analytics  
from Acquisition through Remarketing

GRAND OAKS A-C

- Strategic Shift: Start Thinking and Operating  
Like a Digital Company

WESTERN ALLIANCE BANK ROOM - GRAND OAKS D-F

4:30 – 5:30 p.m.

## Equality Committee and Emerging Talent Advisory Council Reception—All Welcome

SUNDAY HOUSE PATIO

Sponsored by  **BMO** We're here to help.™

5:30 p.m.

## Individual Company-Sponsored Receptions and Events



# Schedule at a Glance *continued*

## Tuesday, October 26

7:00 a.m. – 3:00 p.m.

### Convention Registration

REGISTRATION DESK, BALLROOM LEVEL

7:00 – 8:15 a.m.

### Group Breakfast

CIBOLO CANYON 5-11

Sponsored by



FIFTH THIRD BANK

7:00 a.m. – 3:00 p.m.

### Exhibits Open

CIBOLO CANYON 5-11

8:30 – 10:30 a.m.

### General Session

#### Chair Address and Keynote Address

GRAND OAKS G-S

Sponsored by **EQUIFAX®**

Speakers:



**KRIS SNOW**, Chair, ELFA  
*President, Cisco Systems Capital Corporation*



**ERIK QUALMAN**  
*Top Technology and Motivational Speaker,  
Futurist, & #1 Best-Selling Author*



**MICHAEL DICECCO**  
*Incoming ELFA Board Chair  
Executive Managing Director  
Huntington Asset Finance*

10:30 a.m. – Noon

### Refreshment Break in Exhibit Area

CIBOLO CANYON 5-11

Beverage cup sleeves sponsored by



11:00 a.m. – 12:30 p.m.

### Concurrent Breakout Sessions

- The Post-Pandemic Small Business Economy  
CIBOLO CANYON 1-2
- Transforming Process and Perception with FinTech Innovation  
SOLIFI ROOM – CIBOLO CANYON 3-4

- Avoid Being the Next Blockbuster: Embrace Intrapreneurship  
Supported by: ELFA Emerging Talent Advisory Committee  
GRAND OAKS A-C

- Legal Cyber Security Update  
WESTERN ALLIANCE BANK ROOM – GRAND OAKS D-F

11:00 a.m. – 4:00 p.m.

### Spouse/Companion Event:

#### San Antonio Missions Tour and Luncheon

(pre-registration required) (bus departs at 11:15 am)

EXHIBIT HALL DRIVE

12:45 – 2:30 p.m.

### Community Luncheon Outside for All Attendees

Sponsored by **EQUIFAX®**

EVENT LAWN 1

3:00 – 4:30 p.m.

### Concurrent Breakout Sessions

- Financing the Intersection of the Circular Economy and the ESG Revolution  
Supported by:  **EQUIFAX®**  
CIBOLO CANYON 1-2
- Futureproofing Operational Processes and Technology Transformations  
Supported by: ELFA Operations & Technology Committee, Operations & Technology Excellence Award  
SOLIFI ROOM – CIBOLO CANYON 3-4
- Leaving LIBOR Behind - What's Next?  
GRAND OAKS A-C
- Millennials: A “Vertical” Market that is Defining the Next 30 Years  
WESTERN ALLIANCE BANK ROOM – GRAND OAKS D-F

6:30 – 9:30 p.m.

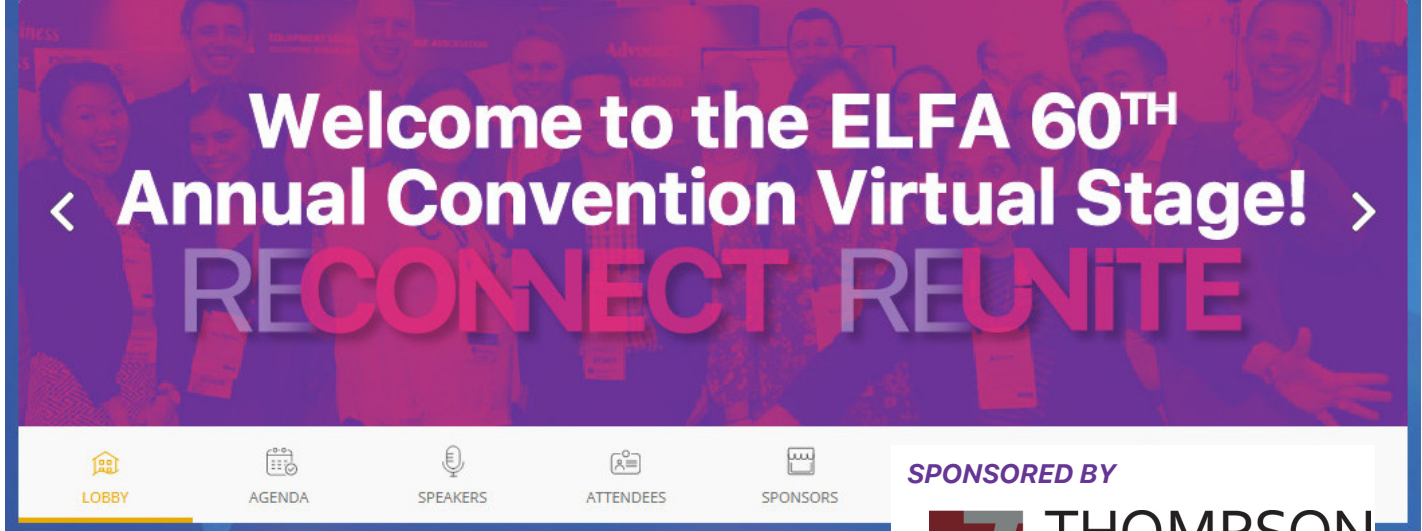
### Closing Party and Dinner Outside

#### Deep in the Heart of Texas!

OUTSIDE RIVER BEND PAVILION

Sponsored by





## Join the Virtual Stage!

The ELFA 60th Annual Convention will be available to access online through the **Virtual Stage!** View both general and breakout sessions streaming LIVE from your hotel room or at home.

The virtual event link and login code are included below. Be sure to use **Google Chrome** as your web browser for the optimum virtual experience.

In Google Chrome go to: <https://conv21virtual.elfaonline.org/>  
**Login Code: CONV2021** (case sensitive)

We can't wait for you to join us, but before you start viewing sessions be sure to complete all the conference tips below:

### Laptop or Desktop Tech Tips

Please follow these tips to ensure an optimal connection:

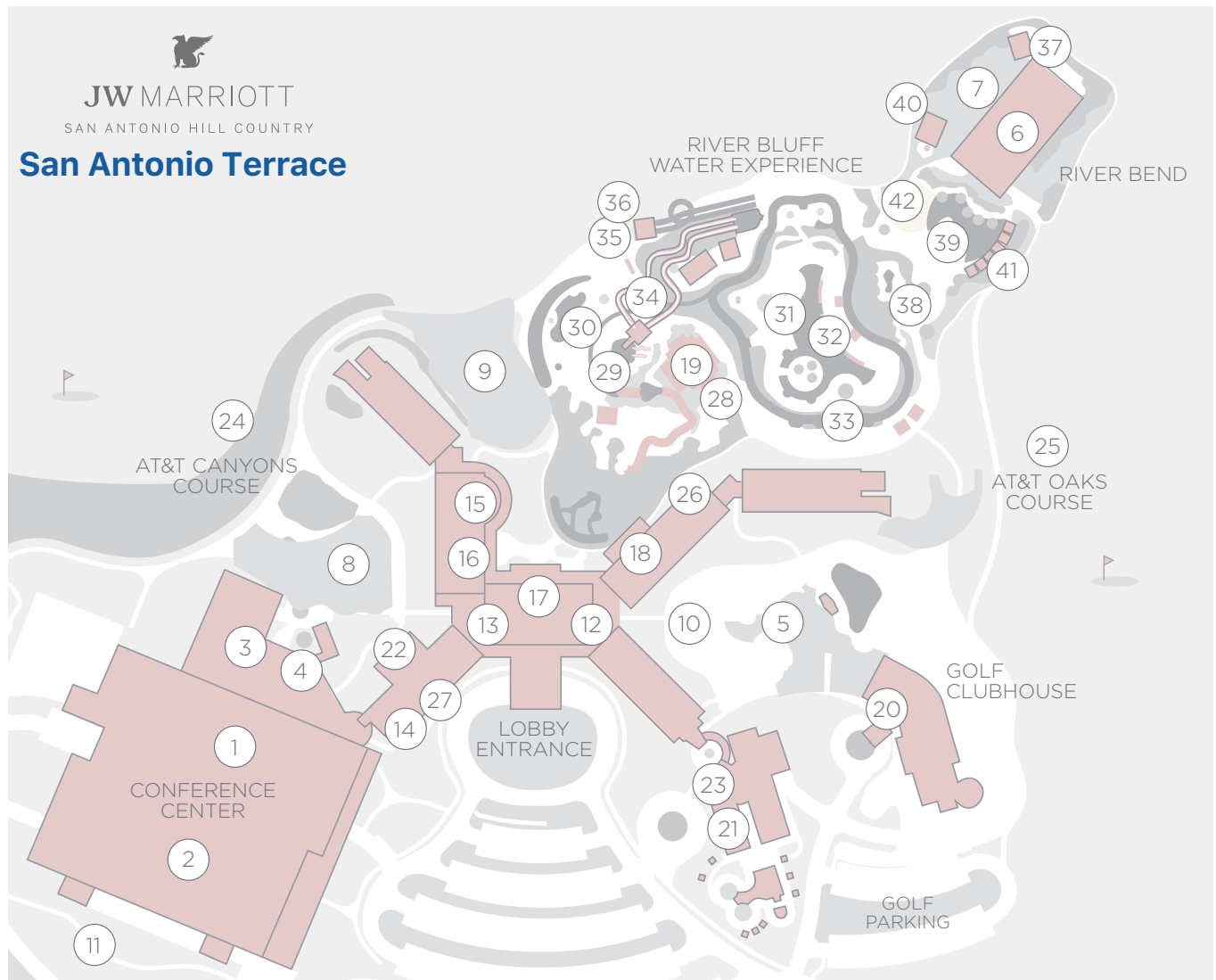
- Use **Google Chrome** as your web browser and make sure it is updated! Other browsers may work, but they are not recommended, as Chrome is the optimal browser for the platform.
- It doesn't hurt to keep checking your internet connection and browser status to make sure you don't experience any problems. Google "internet speed test" to get started.
- Try to have as few programs or tabs open as possible, as this may affect the platform's performance on your computer.
- **Turn off VPNs and corporate firewalls.** VPNs can throttle upload speed, causing major lag. They might also block audio or video during streams. If it is not possible to turn off your VPN or firewall, *it would probably be best to connect to the platform from a personal computer.*
- The platform is not mobile-friendly. Please only connect via a laptop or desktop computer.
- Should you run into firewall or VPN issues, try accessing from your personal laptop/computer.
- Do NOT access the virtual stage if you are sitting in a live session room.

If you need further technical assistance, please access the "Help" icon in the lower left of your screen.

### How Do I Get My CEUs?

To ensure you receive your CEU certification you must participate fully during each session. We ask you turn off all other programs and engage during each session via chat, Q&A, and polls (if applicable). State boards require attendees to not multitask or conduct other business during virtual sessions. 20 days after the conclusion of the event you will receive your CEU certificate.

# Floorplans



## FUNCTION SPACE

1. Cibolo Canyon Ballroom
2. Grand Oaks Ballroom
3. Wildflower Rooms
4. Sunday House
5. Wedding Pavilion
6. River Bend Pavilion
7. River Bend Lawn
8. Event Lawn 1
9. Event Lawn 2
10. Event Lawn 3
11. Event Lawn 4

## GUEST SERVICES

12. Registration
13. Concierge
14. Business Center

## RESTAURANTS & LOUNGES

15. Cibolo Moon
16. Tequila Bar
17. Crooked Branch Lobby Bar
18. High Velocity Sports Bar
19. Rivertop Grill
20. 18 Oaks/TPC Clubhouse
21. Replenish Spa Bistro
22. Starbucks

## RECREATION & AMENITIES

23. Lantana Spa
24. AT&T Canyons Course
25. AT&T Oaks Course
26. 24-Hour Fitness Center

## RETAIL

27. Gift Shops
28. River Top Shop

## RIVER BLUFF WATER EXPERIENCE

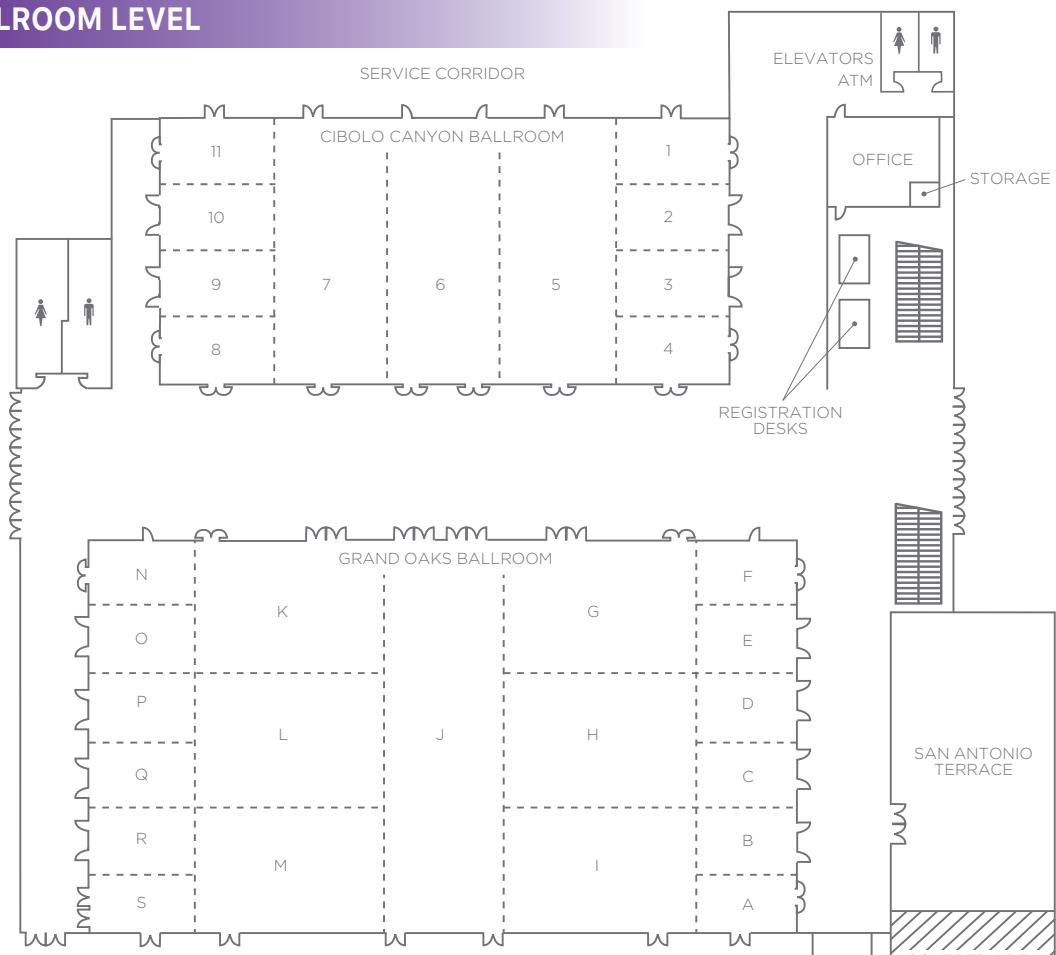
29. Children's Pool
30. Adult Pool & Hot Tub
31. River Bluff Activity Pool
32. River Bluff Cabanas
33. River Bluff Lazy River
34. Cibolo Falls Tube Slide & Pedernales Falls Tube Slide
35. Canyon Oak Twister Body Slide
36. Hill Country Plunge Body Slide

## RIVER BEND

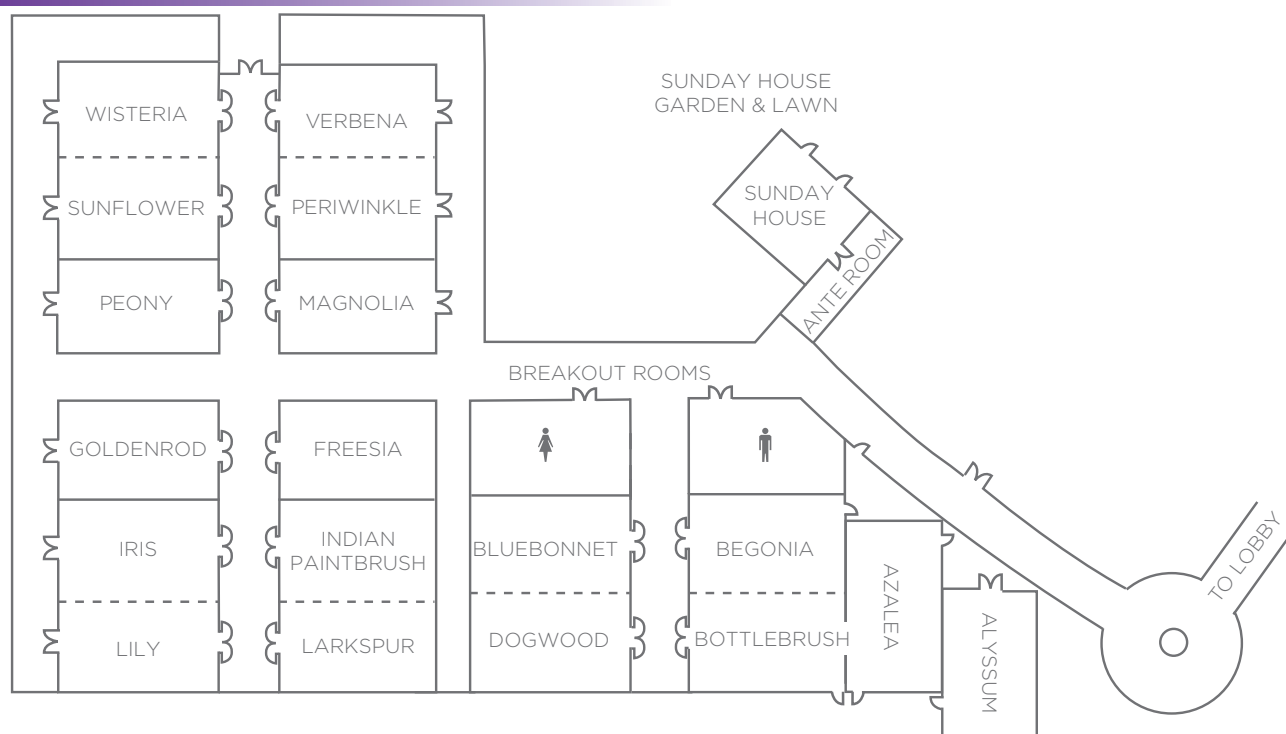
37. BBQ
38. Family Hot Tub
39. River Bend Activity Pool
40. River Bend Stage
41. River Bend Cabanas
42. Beach



## BALLROOM LEVEL



## WILDFLOWER ROOMS LEVEL



# Exhibitors

## Company Name

## Booth Number

Equifax .....	1
FleetEvaluator .....	2
Liventus, Inc. ....	3
Great American Insurance Group .....	4
Asset Compliant Solutions (ACS) .....	5
Ivory Consulting Corporation.....	6
Solutions by Text .....	7
Randall-Reilly .....	8
Notarize .....	9
CSC .....	10
ECS Financial Services, Inc. ....	11
Leasepath .....	12
Equipment Brokers Unlimited .....	13
BigIron Auctions .....	14
Fidelity Information Services, LLC (FIS) .....	15 & 16
Q2 .....	17
CODIX LLC .....	18
Fifth Third Bank .....	19
Monitor / MonitorDaily.com .....	20

## Company Name

## Booth Number

Linedata Lending and Leasing .....	21
Northteq .....	22
JDR Solutions, Inc. ....	23
American Lease Insurance .....	24
Wolters Kluwer Lien Solutions.....	25
Dominion Leasing Software LLC .....	26
NETSOL Technologies Americas, Inc. ....	27
Orion First Financial, LLC .....	28
BankFinancial, NA .....	29
Alfa Financial Software Inc. ....	31
Solifi .....	33
LTi Technology Solutions .....	35
Odessa .....	37 & 39
Certified Lease & Finance Professional Foundation (CLFP) .....	Foyer
Equipment Leasing & Finance Foundation .....	Foyer
Equipment Leasing and Finance Association .....	Foyer
ELFA LeasePAC.....	Foyer

## EXHIBITOR FLOORPLAN



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402.493.3445

## Clients using our platform:

- >> 60% of the INDEPENDENTS 25
- >> 50% of the VENDOR 40
- >> 40% of the MONITOR 100
- >> 40% of the BANK 50



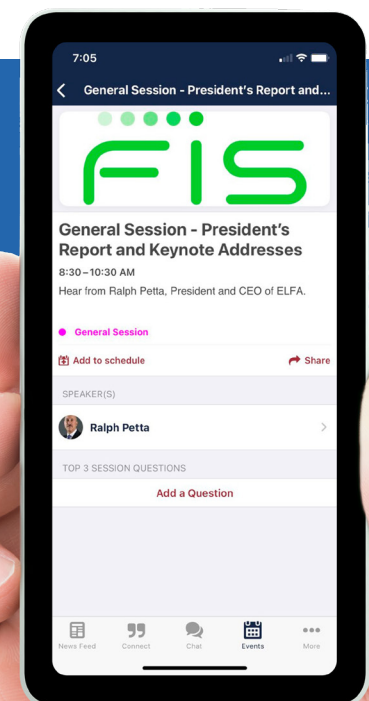
## Q&A in the ELFA Engage Mobile App!

Take your participation to the next level with session Q&A, available in the ELFA Engage Mobile App!

Select **ELFA 60th Annual Convention** in the **Events** list and navigate to your desired session in the **Agenda** tab. From there you can view session info, speakers, handouts, and the **Add a Question** button. Tap this to send your questions to the session moderators.

You can view a list of others' questions as well as ask another by tapping **View More/Add** beneath the first few questions.

If you have not already downloaded ELFA Engage, or have any other app related questions, please feel free to visit the Mobile App Help Desk located by Conference Registration!





# General Information

## Badges

ELFA Convention Badges are required for admittance to all convention events, including receptions and meeting sessions. In the event a badge is misplaced or lost, a duplicate may be obtained from the ELFA Registration Desk.

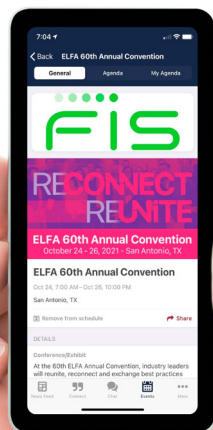
## ELFA Engage Mobile App

Convention participants have access to session handouts, a customized schedule, participant lists, speaker bios and more in the palm of your hand with the ELFA Engage Mobile App.

Download the app from your mobile device's app store today by searching for ELFA Engage. See page 5 for details.

Mobile app specialists will be available for assistance throughout the convention near the registration desk.

Sponsored by



ELFA's mission is to provide member companies a platform to promote and advocate for the industry, including attracting and developing new and diverse talent; a forum for professional development and training; and a resource that develops information about, and for, the industry.

## Toast to ELFA's 60<sup>TH</sup> Anniversary at the ELFA Booth!

CIBOLO CANYON FOYER



- Are you taking advantage of all that ELFA membership has to offer?
- Stop by the ELFA booth and celebrate ELFA's 60th anniversary!
- Grab a pair of ELFA's special 60th anniversary socks! Limited quantities available!
- Toast with some bubbly to ELFA's 60th!
- Snap a photo in front of ELFA's selfie wall and post it in the Engage Wall of the ELFA Engage mobile app. Posts submitted from Oct 24-30 will be eligible to win a \$50 Amazon Prime gift card. Two winners will be chosen!
- Click the pencil sign in the top-right corner of the ELFA Engage mobile app to write your post and don't forget to use the hashtag #ELFAConvention!



## Celebrate at the Women's Council Reception!

Stop by the Women's Council Reception on Sunday, 5-6pm for your chance to meet Mary Abbajay and win her book *Managing Up!* Mary will address the Monday morning breakout session, "The New Leadership Playbook." Mix, mingle and try out our signature cocktail, the "Reconnect Refresher."



## Join Our Twitter Contest

Tweet about the Convention using hashtag #ELFAConvention and you will be entered into a drawing to win a sought-after ELFA mug and a \$25 gift card!



The Equipment Leasing & Finance Foundation propels the equipment finance sector and its people forward with its industry-specific knowledge, future-focused intelligence, and programs to inspire the next generation. The Foundation helps leaders navigate the ever-changing landscape to make their best business and personal career decisions. The Foundation's budget is entirely driven by tax-deductible donations, and our donors are recognized throughout the Annual Convention.

## Meet the Foundation!

### CIBOLO CANYON FOYER

Stop by the Foundation Booth to visit with our staff and Board of Trustees to learn about the latest research, academic outreach programs, and the value of supporting the future of your equipment finance industry. Find out how you can get more involved with the Foundation by delivering a guest lecture at your local university to inspire the next generation of equipment finance professionals. Donors at or above the Corporate Sustainer and Individual Sustainer levels receive special recognition and access to the Foundation's V.I.P. Donor Lounge.

Come by the Booth Tuesday, October 26 from 10:30-11 AM with your questions for Jeff Jensen, Vice President at Keybridge Research, to discuss the Q4 Economic Outlook, the October Momentum Monitor, and the trends shared in the Industry Future Council's (IFC) report.



### GRAND OAKS BALLROOM FOYER

Do the state of American politics or the conference room temperatures have you feeling left out in the cold? Stop by the LeasePAC booth to pick up your official ELFA logoed blanket.

Stop by the LeasePAC booth to learn more about how you can become more active in ELFA Federal government relations activities through the Advocacy Champions Program. The LeasePAC Committee will also be on hand to answer any question about the only political action committee devoted to the interests of the equipment finance industry.

### LeasePAC Putting Green Challenge

The Federal Advocacy team has decided to bring the putting green to you with the LeasePAC Putting Green challenge. Show off your putting skills and enter to win awesome prizes. Winners will be announced daily.

## Recordings of Sessions Available to all Convention Attendees



In addition to being able to watch a livestream of all Convention sessions this year, ELFA will be recording all concurrent break out sessions and synchronizing them with the handout materials. This valuable resource is included in your registration fee. You don't have to worry about missing any of the breakout sessions since you will be able to access them all via ELFA's Conference Resource Center. Shortly after the close of the Annual Convention, you will be sent an email message about how to access the sessions.





# Celebrating 2021 Membership Milestones

ELFA is pleased to recognize the following companies celebrating milestone ELFA membership anniversaries in 2021. We thank all companies for your membership, and we are pleased to recognize those that have been members of the association for 20, 25, 30, 35, 40 and 45 years!

To learn more about ELFA's 60th Anniversary go to <https://www.elfaonline.org/60th>.



CIT

Healthcare Financial Services,  
GE Healthcare



Caterpillar Financial Services  
Corporation



LeasePlan USA

Sasser Family Companies



Commerce Bank

LTi Technology Solutions

Med One Capital

Merchants Bank Equipment Finance

Mizuho Bank (USA)

Sentry Financial Corporation

SMBC Leasing And Finance, Inc.

Tokyo Century (USA) Inc.

Vedder Price P.C.

Vision Financial Group, Inc.



CCA Financial, LLC

Cisco Systems Capital Corporation

Cohn & Dussi, LLC

Credential Leasing Corporation

Dean Machinery International, Inc.

First American Equipment Finance, an  
RBC / City National Company

Group Financial Services

Integrated Financial Solutions, Inc.

Kingsbury Wax Bova, LLC

Linedata Lending and Leasing

People's Capital and Leasing Corp.

SCG Capital Corporation

Trans Lease, Inc.

United Leasing & Finance



Bank of the West

First Bank Chicago, a division of First  
Bank of Highland Park

Frost Equipment Leasing and Finance

Huntington Equipment Finance

Jennings Haug Cunningham

Leasing Solutions LLC

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TrinityRail Leasing & Management  
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## Your Source for Data

It's the largest and most important source of information on the equipment finance industry. And now the Survey of Equipment Finance Activity comes in three powerful formats:



### Full SEFA Report

A 300-page PDF document that offers comprehensive performance metrics for 100+ equipment finance companies. The companion Small-Ticket SEFA Report delves into small-ticket portfolios.



### Interactive SEFA Dashboard

A powerful online dashboard that showcases executive summary data from a decade of SEFA reports. Drill down into the data you care about – in just a few clicks. Free and available to all ELFA members.



### MySEFA

A personalized data tool that lets SEFA survey respondents track their own operational and performance statistics and compare them against their peers. Only available to companies that participate in the SEFA.

Learn more at  
[www.elfaonline.org/SEFA](https://www.elfaonline.org/SEFA)

CELEBRATING  
60 YEARS  
1961-2021  
**ELFA**  
EQUIPMENT LEASING AND FINANCE ASSOCIATION

## WELCOME

ELFA considers the safety of all those onsite as our top priority.

### FACE MASKS — Requested

*While in all meeting rooms, unless actively engaging in eating or drinking.*



## STOP

by the Convention Registration Desk for your Social Distancing Wrist Band



### NO CONTACT

6 ft. apart and social distanced.

**ELBOWS ONLY** – Still being cautious, prefer distance when talking, elbow for greetings.

### HIGH 5's & HANDSHAKES

Frequent hand washing / sanitizing.





Lien Solutions

*Delivering deep  
impact when it  
matters most*



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Wolters Kluwer Lien Solutions provides risk management throughout the lifecycle of your equipment loan. From initial lien searches and filings to maintenance of both paper and electronic titles, you always have access to what you need, when you need it.

**Don't miss your chance to learn from vehicle titling and UCC lien experts in person. Meet Lien Solutions in booth #25!**

**Mark Your Calendar!** Tuesday, October 26 from 11:00 AM CST to 12:30 PM CST:

**Transforming Process and Perception with FinTech Innovation**

Attend this panel discussion, featuring Lien Solutions' very own Robb Zurek, to gain a better understanding of transformative solutions and how to execute change within your own organization.

PORTFOLIO PROTECTION. PERFECTED.

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# Our track record is unmatched.

Since 2000, American Lease Insurance has provided comprehensive portfolio protection to equipment lessors and finance companies through an automated program integrated with all major lease accounting systems. We've made our name handling the details others don't.

Underwritten by A-rated insurance carriers, the ALI Program<sup>SM</sup> provides property and liability coverage through the entire term of each contract from inception. Meticulous tracking of policy expirations and cancellations ensures each asset in your portfolio is adequately insured, and that your customers pay only for the coverage you require.

With the ALI Program, your customers benefit from a convenient, affordable insurance option with exceptional customer service, while you receive complete portfolio protection and additional fee income. When you relieve your team from the headache of tracking insurance coverage, they can focus on completing more deals.

**Stop by and see us at booth #24 to find out how ALI can protect your portfolio and boost income and productivity.**

**Or contact Wally Keane at 888-521-6568 x 230 or [wally@aliac.net](mailto:wally@aliac.net).**



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