



**FOR IMMEDIATE RELEASE – issued October 3, 2016**  
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### **NAELB Hosts Successful 2016 Eastern Regional Conference**

PHILADELPHIA, PA – National Association of Equipment Leasing Brokers, (NAELB), President Mike Parker of Credential Leasing announced that NAELB's 2016 Eastern Regional Meeting *Fine Tune Your Craft*, September 16-17, 2016 at the Cincinnati Airport Marriott in Cincinnati, OH was a success with attendees praising the focused networking the event delivered. "Our attendees appreciated the more intimate networking options we offered for the event," Parker said. "And their comments following the conference will play a role in NAELB event planning going forward," he added.

NAELB welcomed 33 Brokers, 40 Funders and four Associates to the event which was held for the first time in the Greater Cincinnati region. A new element, an off-site reception at a Cincinnati Reds game at Great American Ballpark, added interest and enhanced the quality of the networking and provided a blueprint for NAELB to repeat when planning events.

"I prefer low key, regional events like the NAELB conference in Cincinnati because, as a funding source, it allowed us to spend more time with fewer people and get to know each other better," Dale Kluga, President of Cobra Capital. "The goal with any conference is to have a good ratio of brokers to funders and it was a decent ratio for all involved," he added.

"The most productive event was the new speed dating concept," reported NCMIC Professional Solutions Business Development Manager Mike Miller. "A few appetizers with drinks were all it took for brokers to attend. (The) three-minute rotations from table to table to give our elevator speech drove qualified traffic to our exhibit booth the next morning and created meaningful conversations with brokers to learn more about our company in detail," he said.

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Parker said NAELB promised attendees outstanding education and networking activities in Cincinnati, and based on the surveys, NAELB delivered on the promise.

“We learned a lot from our attempt at a Speed Dating session during the 2016 NAELB Annual Conference and we seemed to have found a good formula,” Parker said. “We’ll continue to refine the session and make it even better for those attending the NAELB Western Regional in Anaheim in November.”

NAELB’s 2016 Western Regional will be held November 11-12 at the Doubletree by Hilton Hotel Anaheim-Orange County. In addition to the speed dating session, attendees can learn more about the value of participating in NAELB and they’ll experience a special Opening Reception at Dave & Busters™

For more information regarding the conference, please visit [www.naelb.org](http://www.naelb.org) or Contact NAELB Meeting Manager, Astrid Schrier, CMP at [aschrier@fernley.com](mailto:aschrier@fernley.com)

#### *About NAELB*

*NAELB is the premier organization formed to promote the interests of equipment leasing brokers through education, advocacy, improved communication with funders and programs designed to upgrade the professionalism and profitability of brokers, funders and others engaged in the business of equipment lease financing. **NAELB is an association formed by leasing brokers for leasing brokers. The NAELB is the Broker's Advocate. For more information, visit [www.naelb.org](http://www.naelb.org)***

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