

FRIDAY, NOVEMBER 7 **REGISTRATION**
12:00 – 7:00 PM
Grand Foyer B

SATURDAY, NOVEMBER 8 **REGISTRATION**
8:00 AM – 12:00 PM
Grand Foyer B

1:00 – 2:30 PM **THE NAELB VALUE PROPOSITION**

Trabuco

Jaimie Kaneshina, CLP, BPB, The Cambridge Capital Group
Why be a member of the NAELB? Learn how to get the maximum value from your membership.

2:30 – 3:30 PM **LEASING 201: FINANCIAL STATEMENTS – WHEN DO WE NEED THEM AND WHY?**

Trabuco

Steve Crane, BSB Leasing and Steve Reid, Financial Pacific Leasing, Inc.

Have you ever had an App-Only deal that needed something more to get approved? How do you determine when to ask for financial information from a customer? What information do you need to get and what impact can it have on an approval? Hear from knowledgeable industry professionals on how to address this topic.

2:30 – 4:30 PM **INTRO TO ADVANTAGE 2.0 AND ALAQUOTE TRAINING**

Saddleback

Jim Buckles, Preferred Business Solutions

Join Jim Buckles in his presentation of the two leading software programs that have been specifically designed for today's equipment leasing broker. You will be shown the benefits of automating your leasing processing as well as organizing the communication and follow-up with your sales contacts.

3:30 – 4:30 PM **CLP FOUNDATION PRESENTATION AND MEET UP**

Trabuco

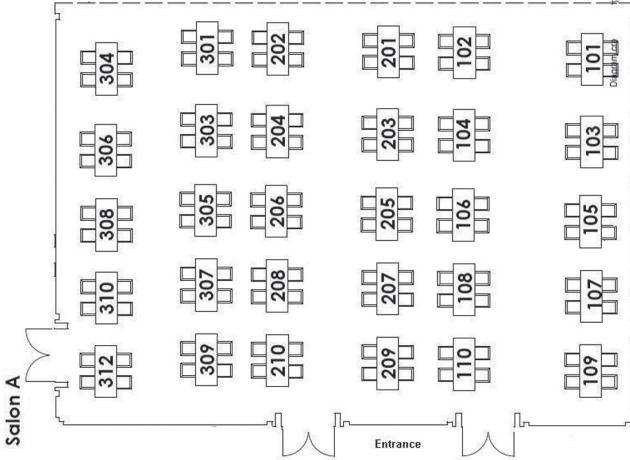
Leslie Brown, Bravo Capital, LLC

Learn more about the Industry's Gold Standard. What is the CLP designation? How do you earn it and what does it mean?

5:00 – 7:30 PM **SPONSORS' OPENING RECEPTION**

Terrace Court

EXHIBIT HALL GUIDE



8:00 – 9:00 AM	BREAKFAST	301
9:00 AM – 12:00 PM	MEET WITH EXHIBITORS	302
12:00 – 12:45 PM	LUNCH	303
1:00 – 2:00 PM	THE STATE OF THE INDUSTRY	304
2:15 – 3:15 PM	1) ALTERNATIVE REVENUE SOURCES	305
3:30 – 4:30 PM	2) HOW TO BE YOUR FUNDING SOURCE'S MVP	306
5:00 – 7:30 PM	3) INTERNET AND TECHNOLOGY	307
6) SPONSOR'S OPENING RECEPTION		308
7) EXHIBITOR LIST		309
8) REGISTRATION		310

<i>Panelists: Ken Greene, Bette Kerhoulas, CLP, Pacifica Capital & Steve Tidland, Financial Pacific Leasing, Inc.</i>	301
The leasing industry is coming back. What is its current state and what is the vision for the next 12 months? Come hear a panel of industry leaders discuss what they see as the current state of the industry and what to expect in the next 12 months.	302
2) HOW TO BE YOUR FUNDING SOURCE'S MVP	303
<i>Panelists: Tina Cawthorn, Orange Commercial Credit, Andrew Mallinger, CLP, Fora Financial, LLC & Adam Peterson, Channel Partners LLC</i>	304
Learn how to utilize your current client base to be the all end trusted advisor on all of their financing needs. Panelists will discuss business loan opportunities to help fit your client.	305
3) INTERNET AND TECHNOLOGY	306
<i>Panelists: Dwight Galloway, RLC Funding, David Normandin, CLP, BPB, Banc of California, N.A. & Mae Philpott, Maxim Commercial Capital, LLC</i>	307
Topics include how a Funder views Brokers, success ratios and statistics. Include A Funders thru C Funders	308
4) COMMUNITY BANKS	309
<i>Panelists: Scott Wheeler, Wheeler Business Consulting</i>	310
This session will explore the growing opportunity for brokers to partner with their local community banks as a source for new business referrals, a potential funding source, and a long term financial stakeholder.	311

1) ALTERNATIVE REVENUE SOURCES

Panelists: Tina Cawthorn, Orange Commercial Credit, Andrew Mallinger, CLP, Fora Financial, LLC & Adam Peterson, Channel Partners LLC

Learn how to utilize your current client base to be the all end trusted advisor on all of their financing needs. Panelists will discuss business loan opportunities to help fit your client.

2) HOW TO BE YOUR FUNDING SOURCE'S MVP

Panelists: Tina Cawthorn, Orange Commercial Credit, Andrew Mallinger, CLP, Fora Financial, LLC & Adam Peterson, Channel Partners LLC

Topics include how a Funder views Brokers, success ratios and statistics. Include A Funders thru C Funders

3) INTERNET AND TECHNOLOGY

Panelists: Tina Cawthorn, Orange Commercial Credit, Andrew Mallinger, CLP, Fora Financial, LLC & Adam Peterson, Channel Partners LLC

This session will explore the growing opportunity for brokers to partner with their local community banks as a source for new business referrals, a potential funding source, and a long term financial stakeholder.