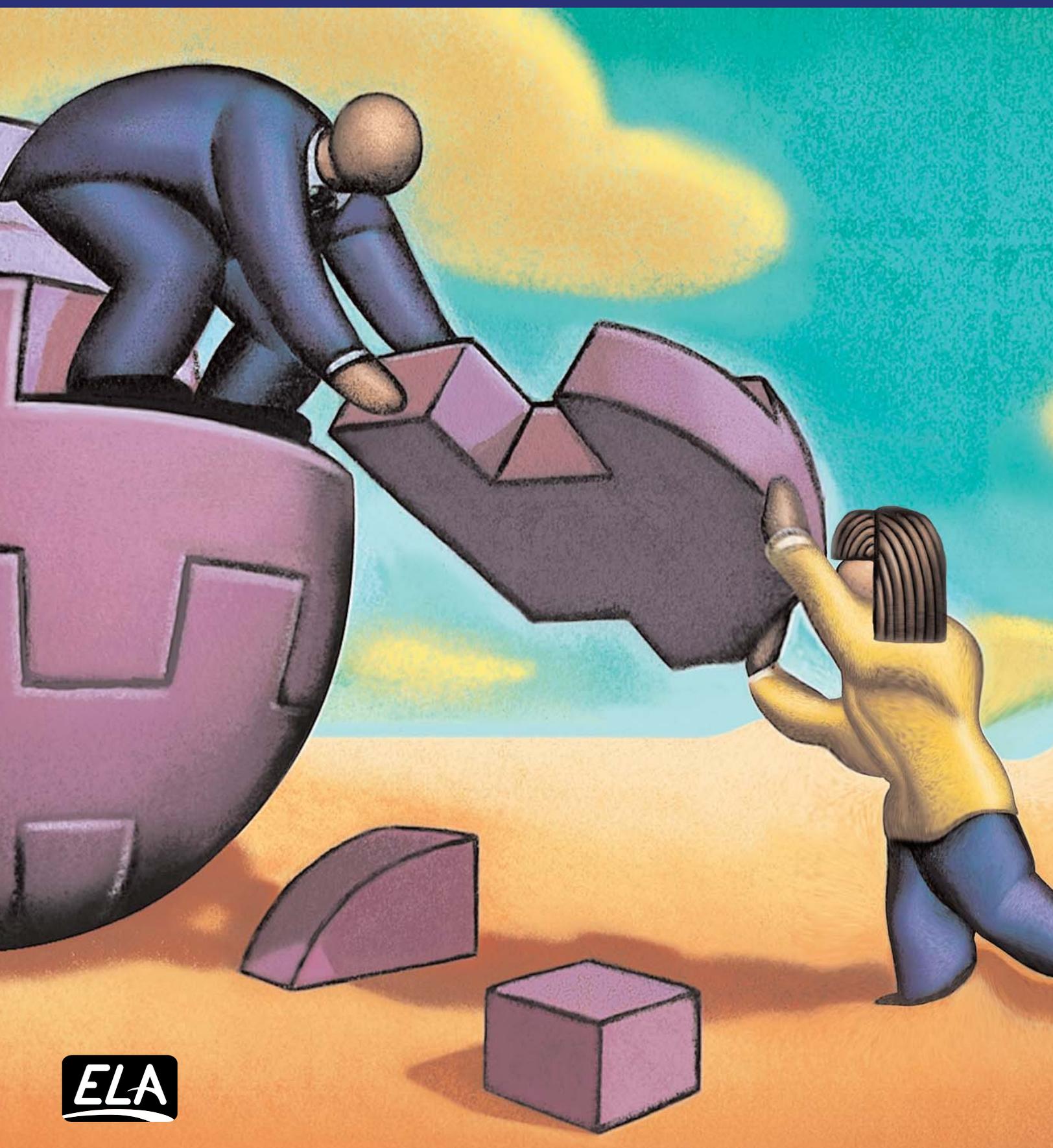


Building Professional Competency 2006



E Q U I P M E N T L E A S I N G A S S O C I A T I O N

As indicated in a recent *Industry Future Council Report*, published by the Equipment Leasing and Finance Foundation, without creative, competent and prepared people, lessors will be able to do little to respond when customers and competitors demand it. Attracting, retaining and rewarding the best people continue to increase in importance within our industry, especially as leaders contemplate a growing challenge: where the next generation of leaders will come from.

Investing in training and career development can no longer be viewed as a luxury. A changing market and an increasingly savvy customer mean that the professionals in our companies must have the skills to help us grow and strengthen our share of the equipment market. Your association is prepared to help you meet this challenge by offering programs that ensure the competency of your key personnel.

We invite you to review ELA's Professional Competency for 2006. As always, our goal is to provide you convenient access to the most current content. Face-to-face meetings, a necessity in an industry where peer-to-peer networking is essential, contain content that focuses on real take-home value. Web-based seminars bring you on-time training at a reasonable price. Archived conference materials contain a wealth of information not found anywhere else.

We encourage you to take the time to look over the programs summarized in this guide. Complete details on these programs, including new ones that are added throughout the year, can be found at the Events and Training section of ELA Online: www.elaonline.com

If you have thoughts on how ELA can be of greater assistance, please contact Lesley Sterling or Racquel Codling at ELA headquarters.



Paul A. Larkins, ELA Chairman
President & CEO, Key Equipment Finance



Michael Fleming
President, ELA

The 2006 Schedule of Conferences, Workshops & Educational Opportunities

Below are brief summaries of professional development opportunities being planned for ELA members in 2006. For complete details on content, presenters, hotel and registration information, please visit ELA website, www.elaonline.com/events/, or watch for additional information in the ELA's magazine, *ELT*, or ELA's daily electronic newsletter.

Conferences At A Glance

February 12-14

Equipment Management Conference

Saddlebrook Resort & Spa
Wesley Chapel (Tampa), FL

Focusing on the issues concerning asset managers, equipment appraisers and remarketers for nearly 20 years, this conference and exhibition is a "must attend" event for anyone involved in equipment management. Everyone you need to talk to is under one roof at the world-class conference and exhibition. 2006 attendees will have the opportunity to participate in one of four off-site tours focusing on printing, machine tools, corporate aircraft and marine. Program highlights include: current market conditions, portfolio quality and residual values for a variety of equipment segments; unparalleled opportunities to meet with peers and talk with equipment experts; multiple session for the seasoned and newly hired asset manager.

For information on how your company can exhibit at this conference, contact Royann Holland at (703) 516-8373, or email at rholland@elamail.com

February 25-28



Wigwam Golf Resort & Spa
Litchfield Park, AZ

The ELA Future Leasing Leaders initiative is an important step in securing the future of the equipment leasing & finance industry, member companies and the Association. The Future Leasing Leaders Institute provides an environment in which young and diverse professionals will openly collaborate on current issues in the equipment leasing and finance industry. Working in small groups, participants will apply planning, decision-making and problem solving skills through case analysis and application exercises. The responsibilities of leadership will be examined in four areas: growth, operations, adversities and personal challenges. The

program will provide multiple opportunities to develop professional relationships that encourage knowledge, resource sharing and peer mentoring. Because registration is limited to only 48 attendees, early registration is strongly recommended.

For more information about the FLL initiative, please go to: www.elaonline.com/aboutela/FLL/

March 9

Investors Conference

Marriott Marquis
New York, NY

The goal of the Fifth Annual Investor Conference on Equipment Leasing, Finance & Securitization is to acknowledge and explain many of the challenges facing companies in their efforts to grow, access capital, maintain their profitability and remain viable. The conference agenda will pay special attention to the availability of capital in the public equity, private equity and public debt markets and how those capital streams are successfully being tapped by equipment finance companies today; securitization alternatives, and what are the common methods to prevent fraud and mitigate investor concerns.

March 12-14



Hyatt Regency Hill Country
San Antonio, TX

Turning Risks into Growth Opportunities is the theme for the 2006 Executive Roundtable, which is being sponsored by SAP America, Inc. The Executive Roundtable is one of the most important events for top equipment leasing and finance company executives, limited to 100 presidents and senior managers from ELA member companies. Executives who register may invite one of their rising stars – a "future leasing leader" – to attend along with them. Topics discussed include: managing strategic risk as an opportunity for growth; leadership: fostering innovation and collaboration; sales management:

trends in sales excellence and what separates the best from the rest; sustaining growth: what must companies do; laws, regulations and what's been learned from NorVergence; investors look at the equipment finance & leasing business.

April 5-6

National Funding Exhibition

*Sheraton Chicago Hotel
Chicago, IL*

The ELA National Funding Exhibition is the largest gathering of funding sources serving the leasing industry. This widely respected and highly popular forum provides the optimum atmosphere for funding sources and leasing companies to discuss funding programs and options. Confidentiality and access to key players are the main trademarks of this meeting. If you are interested in becoming a Funding Source Exhibitor, contact Sally Maloney at smaloney@elamail.com

April 9-11

Captive and Vendor Finance Conference

*Ponte Vedra Resort & Spa
Ponte Vedra Beach, FL*

This conference provides a forum for executive-level representatives of captive and third party vendor finance organizations to discuss developments in the captive and vendor finance market. The conference addresses issues essential to the success of the captive lessor, and the role(s) that third-party finance organizations play in helping captives achieve growth and profitability. Issues discussed may include: updates on accounting and tax legislation; developments in the parent-captive relationship; developments in the captive-third party finance relationship; economic factors influencing specific equipment markets; developing financing vehicles that work in today's market; turning assets into value; managing the sales force; increasing leasing penetration.

April 23-25

Large Ticket Conference

*Hyatt Regency Grand Cypress
Orlando, FL*

The demand for complex structures may have lessened, but large ticket leasing, especially large ticket single investor leases, is as strong as ever. Confer-

ence addresses how tax policy will change the future of leasing transactions; how financial accounting will affect the way companies finance equipment; the case for the operation lessor; outlook and opportunities in key markets: rail, corporate aircraft, energy, real estate and tax exempt leasing.

May 9-10

Capitol Connections

*The Mandarin Oriental Hotel
Washington, DC*

Bring issues of importance to your company and the industry to the forefront when you converge on Capitol Hill with over 150 industry colleagues. Capitol Hill Day offers unmatched opportunities to maintain or develop a relationship with your Senators and Congressperson. ELA member participation in the public policy process is necessary if members of Congress are to truly understand the nature and scope of the equipment leasing and finance industry. The conference includes a reception with members of Congress in attendance, as well as a detailed training session preceding the Capitol Hill meetings. There is no registration fee for ELA members to attend this conference. To find out more about influencing your federal legislators contact David Fenig at dfenig@elamail.com

April 30 - May 2

Legal Forum

*The Palace Hotel
San Francisco, CA*

The premier event for attorneys serving the leasing industry. Provides an analysis of current legal issues facing lessors, offers a basic legal review for attorneys new to leasing, improves the professionalism of attorneys involved in leasing matters and creates an environment that encourages networking with peers. The forum provides practical solutions and strategies for addressing the practice of law as applied to the equipment leasing community.

June 5-6

Bank Leasing Conference

*The Four Seasons Hotel
Chicago, IL*

This workshop will focus on the current pressing issues confronting senior executives of bank leasing companies. Content is geared primarily toward executives who manage a leasing subsidiary of a

regional or national bank, rather than those strictly in the business of providing funding to leasing companies. Issues addressed may include: strengthening the relationship with the parent bank; educating the parent bank's relationship managers about the leasing product; regulatory issues, managing residuals; being competitive in today's market; compensation issues; credit underwriting processes; accounting issues; cross-selling opportunities with the parent bank.

June 12-14

Tax Executives Roundtable

*Millennium Knickerbocker Hotel
Chicago, IL*

This event is the only senior level conference focused exclusively on federal and state compliance and planning issues of concern to the equipment leasing industry. This program has a diverse and progressive agenda including tax updates on federal and state income tax, property tax, sales & use tax, and streamline sales tax project; electronic waste and advance recycling fee, and much more!

The Tax Executives Roundtable is a senior level conference for ELA members only.

June 11-13

Credit & Collections Management Conference & Exhibition

*Hyatt Denver
Denver, CO*

The ELA Credit and Collections Management Conference & Exhibition address the concerns, emerging issues and productivity enhancement tools for credit and collections professionals. The 2006 conference includes sessions addressing underwriting tools, how to be an effective collector, managing vendor programs, litigation alternatives and remedies, new bankruptcy amendments, portfolio scoring and performance measures, portfolio uncertainties, regulatory compliance for finance companies, and financing soft costs.

For information on how your company can exhibit at this conference, contact Royann Holland at (703) 516-8373, or email at rholland@elamail.com

June 21-23

Operations and Technology Conference & Exhibition

*Hyatt Boston
Boston, MA*

The ELA Operations and Technology Conference & Exhibition, formerly known as the Business Technology Solutions Conference, helps make better use of member companies using technology to improve business processes, enhance customer satisfaction and increase operational effectiveness. Program highlights include: designing IT to support operations projects; customer service and retention; regulatory compliance; industry best practices; change management and user acceptance; international issues—serving multiple & emerging markets; keys to successful implementation; and attracting & retaining the best people. Two 1/2 day workshops are also included on the program agenda.

In addition, don't miss out on this year's 5th Annual Operations & Technology Excellence Award. The O&TE Award was developed to recognize the innovative spirit within ELA member companies, and to help others become aware of unique approaches to opportunities. To find out more about how your company might qualify for this prestigious award, contact Racquel Codling at rcodling@elamail.com or go to www.elaonline.com

For information on how your company can exhibit at this conference, contact Royann Holland at (703) 516-8373, or email at rholland@elamail.com

September 27-28

Financing the Supply Chain



*Ritz Carlton Pentagon City
Arlington, VA*

Accelerating customer demands, along with new market pressures such as tightening freight capacity and rising fuel charges are forcing transportation executives to rethink how they deliver value, how they plan transportation loads, and how they measure and motivate performance. A study done by the Aberdeen Group indicates that in order to deal with new capacity, cost and service level pressures, companies are planning to change their transportation processes in a number of areas. Technology is seen as vital to enabling these process changes. This conference will examine the changing dynamics

impacting the management and logistics of these companies and the market opportunities for equipment lessors.

September 18-20

Lease Accountants Conference

*La Mansion del Rio
San Antonio, TX*

This conference is the largest annual gathering of lease accountants and those responsible for financial reporting. Attendees stay abreast of developments involving rule-making activities of the Financial Accounting Standards Board, international accounting standard-setters, state and federal tax authorities and other regulatory bodies. This premier event is a must-attend for the latest on emerging and complex lease accounting issues and how they affect business practices.

September 20-22

Municipal Leasing Forum

*Westin Horton Plaza
San Diego, CA*

The Municipal Leasing Forum will help leasing professionals understand trends in the municipal leasing marketplace, and explore opportunities for public sector equipment leasing transactions. The conference program includes sessions addressing

the following: basics of tax-exempt leasing; differences between commercial and municipal leases; trends in the municipal leasing marketplace; sales and marketing; documenting municipal leasing transactions; regulatory issues and legal updates; and basics of fund accounting for municipal credits. Attendees have ample networking opportunities while gaining new insights into this unique marketplace.

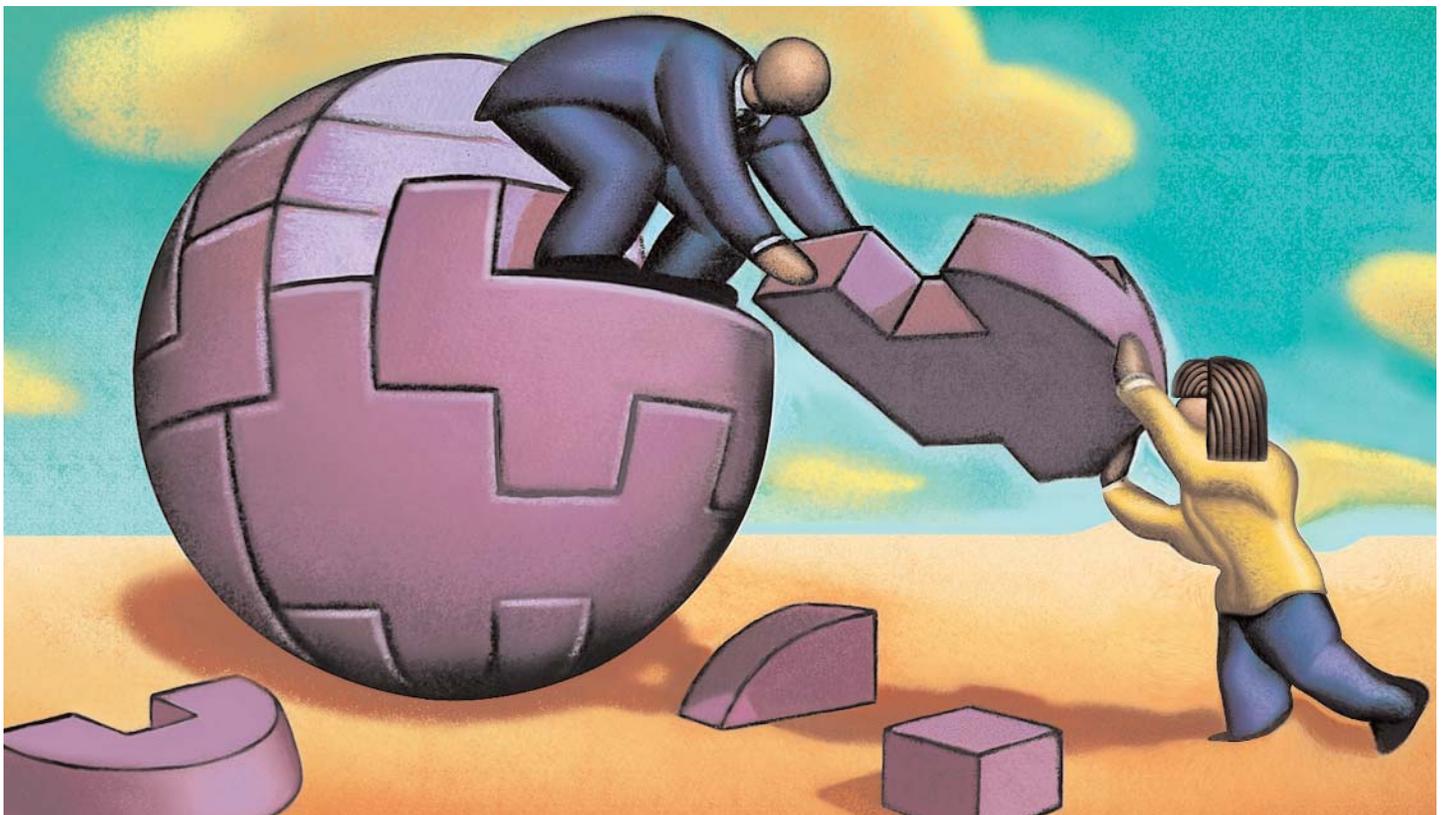
October 22-24

45th Annual Convention

*JW Marriott Desert Springs Resort & Spa
Palm Desert, CA*

The ELA Annual Convention is the premier event for the leasing industry, drawing nearly 1200 leasing professionals. The Convention offers unmatched networking opportunities, and professionally-delivered educational sessions. All educational sessions are selected from proposals submitted by ELA members. If you have an idea for a session and would like to submit a proposal for consideration by the Convention Review Committee, please contact Lesley Sterling at lsterling@elamail.com

For information on how your company can exhibit at this conference, contact Royann Holland at (703) 516-8373, or email at rholland@elamail.com



Workshops at a Glance

Accelerating Your Value to Your Company *(Mid-Level Sales Training)*



Dates and Location: check ELA online

This workshop will focus on the skills needed to increase the productivity and profitability of leasing sales professionals. Content will focus on the unique selling issues surrounding lease financing.

Fundamentals of Effective Sales Management



Date and locations: check ELA Online

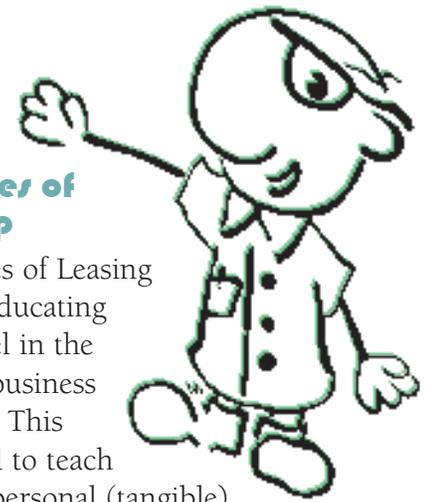
This workshop will focus on the skills needed to be an effective sales manager within a leasing company environment. Topics addressed may include: Making the transition from salesperson to sales manager; Organizing the sales force for maximum results; Sales planning and forecasting; Increased productivity and profitability of the sales force; Identifying, hiring and retaining the best salespeople.

The Art of Effective Communication



Date and locations: check ELA Online

Most people when asked would say they would like to be better communicators. This workshop will focus on the skills needed to make effective presentations at meetings, before clients, potential customers or executives to whom they report. A professional trainer recognized as an industry expert in visual communications and business communications will be hired to develop a workshop for mid and senior level leasing executives.



Original Principles of Leasing Workshop

The original Principles of Leasing workshop has been educating newly hired personnel in the fundamentals of the business for over two decades. This workshop is designed to teach the fundamentals of personal (tangible) property “business to business” commercial equipment leasing for entry-level personnel and/or individuals with business experience who do not have a complete overview of the leasing business. Subjects address the “why” as much as the “how” to provide participants with a good foundation to grasp how the leasing business works, and where individual responsibilities fit into the workflow.

Advanced Principles of Leasing Workshop

ELA recognizes that leasing professionals have different levels of understanding and experience, and therefore a “one size” workshop does not fit all. The advanced workshop will cover some of the same topics as the original workshop, but at a more comprehensive level. Greater emphasis will be placed on lease structuring, lease documentation, current accounting and asset management issues.



Women in Leasing Council

As more women enter the world of finance generally, and equipment leasing specifically, more opportunities are becoming available for women to excel into the senior ranks of these companies. ELA recently surveyed the women in its database and learned that many would like a more formalized way to communicate with each other regarding work-related issues. As a result, ELA will begin address their needs and concerns. Networking opportunities have been scheduled at several conferences this year. In addition, a Women in Leasing listserv has been added to the ELA online discussion groups. The Women in Leasing Council is evolving, so watch for updates in your email or in *ELT E-News Daily*.

On-line Education Opportunities

ELA online programs provide an affordable means of obtaining needed information and training without the added expense of travel and time lost out of the office.

Web Seminars

These 60-90 minute programs focus on bringing you up to speed with current issues that impact job performance, company performance, standards and practice, policy formation, etc., or on basic business fundamentals you and your staff need to know. Previous web seminars have focused on the following: what are you financing?; structuring a true lease; understanding lessee perceptions for marketing success; Patriot Act compliance; attracting, rewarding and retaining the best and the brightest; 2005 State of the Industry Report: applying industry research to improve your operations. For information on the web seminars being planned, go directly to the ELA website or watch for information in E-News.

The Effective Credit Underwriter

This online course for middle market credit analysts, developed jointly with Moody's Risk Management Services, is completely self-instructional. *The Effective Credit Underwriter*, is the equivalent of a semester long class, taking several weeks to complete. The content includes a Diagnostic – to determine which of the 54 lessons the student needs to review; a Personalized Learning Plan, a Final Exam, and two Case Studies to practice the concepts learned. For an additional fee, students can have email access to a mentor, to answer questions and help them through the program. Issues addressed in the course include: understanding credit policy, assessing financial risk; assessing market risk; understanding industry and business lifecycles; assessing the performance and integrity of a company's management team; developing a credit risk profile report; typical lease types and repayment schedules; factors in making the final pricing decision and profitability report.

Continuing Professional Education (CPE) Credit

ELA is a recognized sponsor of continuing professional education with many State Boards of Accountancy, the National Association of State Boards of Accountancy and many State Bar Associations. ELA's conferences qualify for CPEs, and attendees will be able to receive credit towards their licensing requirements. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. For a complete list of approved accredited courses and credit hours, go to www.elaonline.com/Events/cpe

Continuing Legal Education (CLE)

ELA is a recognized sponsor of continuing legal education with many State Bar Associations. The ELA Legal Forum is the only conference that qualifies for CLEs, and attendees will be able to receive credit towards their legal education requirements. For a complete list of approved states and credit hours, go to www.elaonline.com/Events/cle

If you have questions regarding ELA's sponsorship of CPE or CLE, please contact Janet Fianko at jfianko@elamail.com or (703) 516-8386.

2006 ELA Calendar of Events

February

12-14
Equipment Management Conference
 Saddlebrook Resort & Spa
 Wesley Chapel (Tampa), FL

25-28
Future Leasing Leaders Institute
 Wigwam Golf Resort & Spa
 Litchfield Park, Arizona

March

6-8
Principles of Leasing Workshop
 Hyatt Harborside
 Boston, MA

9
Investors Conference
 Marriott Marquis
 New York, NY

12-14
ELA/SAP Executive Roundtable
 Hyatt Regency Hill Country
 San Antonio, TX

20-22
Advanced Principles of Leasing Workshop
 Millennium Knickerbocker Hotel
 Chicago, IL

April

3-5
Principles of Leasing Workshop
 Sheraton University City
 Philadelphia, PA

5-6
National Funding Exhibition
 Sheraton Chicago Hotel
 Chicago, IL

9-11
Captive & Vendor Leasing Conference
 Ponte Vedra Resort & Spa
 Ponte Vedra Beach, FL

10-12
Principles of Leasing Workshop
 Marriott Fisherman's Wharf
 San Francisco, CA

23-25
Large Ticket Conference
 Hyatt Regency Grand Cypress
 Orlando, FL

30 - May 2
Legal Forum
 The Palace Hotel
 San Francisco, CA

May

9-10
Capitol Hill Day
 The Mandarin Oriental Hotel
 Washington, DC

8-10
Principles of Leasing Workshop
 Millennium Knickerbocker Hotel
 Chicago, IL

22-24
Advanced Principles of Leasing Workshop
 Sheraton University City
 Philadelphia, PA

June

5-6
Bank Leasing Conference
 The Four Seasons Hotel
 Chicago, IL

5-7
Principles of Leasing Workshop
 Melrose Hotel
 Washington, DC

11-13
Credit & Collections Management Conference & Exhibition
 Hyatt Denver
 Denver, CO

12-14
Tax Executives Roundtable
 Millennium Knickerbocker Hotel
 Chicago, IL

21-23
Operations and Technology Conference & Exhibition
 Hyatt Harborside
 Boston, MA

July

10-12
Principles of Leasing Workshop
 Radisson Hotel Denver
 Denver, CO

September

11-13
Advanced Principles of Leasing Workshop
 Hyatt Harborside
 Boston, MA

18-20
Lease Accountants Conference
 La Mansion del Rio
 San Antonio, TX

20-22
Municipal Leasing Forum
 Westin Horton Plaza
 San Diego, CA

27-28
Financing the Supply Chain
 Ritz Carlton Pentagon City
 Arlington, VA

October

16-18
Principles of Leasing Workshop
 Millennium Knickerbocker Hotel
 Chicago, IL

22-24
45th Annual Convention
 JW Marriott Desert Springs Resort & Spa
 Palm Desert, CA

December

4-6
Principles of Leasing Workshop
 Renaissance Atlanta Hotel Downtown
 Atlanta, GA

11-13
Advanced Principles of Leasing Workshop
 Marriott Fisherman's Wharf
 San Francisco, CA

For complete details on all ELA Conferences, Workshops and Web Seminars, visit www.elaonline.com/events/
 You may also contact ELA headquarters at (703) 527-8655.