

NAELB

Eastern Regional Meeting

Planning Committee Chair: Tom Williams, elease * Phone 800-499-2577 * Email: tom@elease.com
November 7-8, 2003 Sheraton Gateway Hotel - Atlanta, GA

SCHEDULE OF EVENTS

Friday, November 7, 2003

6:00 – 8:00 p.m.

Meet & Mingle Reception

Enjoy cocktails and hors d'oeuvres while getting to know other industry colleagues. The Door Prize Drawing for the new book "Winning Leases with Tvalue 5" will take place during the reception as well.

Saturday, November 8, 2003

8:00 -8:45 a.m.

Continental Breakfast & Humorous Skit

9:00 – 10:15 a.m.

Concurrent Workshops

1. Winning Leases with Using Tvalue 5

Good News...You don't need to be a rocket scientist to solve interest and lease/loan calculations. Ted G. Parker, CLP, California Capital Leasing Corp. and a former UAEL President, has written a brand new book designed to save you time and effort. You will learn how to develop creative lease structures that win deals. See what's new with Tvalue 5 and how it applies to our industry.

2. From The Bank's Point of View

What the banking community is thinking and why. A comprehensive review of issues that banks face when dealing with our industry presented by an experienced member of the banking community. Learn what is important to a bank underwriter, from credit policies to the regulations they must adhere to. Discover why banks want to buy leases and how you can get them to do so. This workshop is an absolute must for all brokers and will cover all important issues that a broker should be aware of.

Presented by: Jerry Christensen, First Source Capital.

10:30 a.m. – 12:00 Noon

Exhibits- Open

Designated "Networking Lounge" Open. Meet with other attendees for informal networking.

12:10 – 1:10 p.m.

Lunch

Benefits Presentation

1:15 – 3:00 p.m.

General Session

Be All That You Can Be (And Want To Be)

Presented by: Gerry Egan, TecSouce, Inc.

An invaluable look at the value you could and should provide...to your lessees, to your vendors, and to your funders. This session will go in-depth, well beyond merely getting approvals and packaging leases. You'll learn how to identify key value-specific opportunities and how to build lasting partnerships around them; the kind of relationships that will bring stability and profitability to your own business. Building on the points covered, each table of attendees will brainstorm and discuss ways they can increase the value of service they provide to the markets they serve.

You'll learn:

- * How you will be richly compensated by going beyond packaging and approvals.
- * The one thing you can provide your lessee that he can't get anywhere else – especially from his banker or accountant!
- * The problem you and your vendor both have that you are equipped to solve.
- * What you absolutely have to know to turn any lease proposal into a true value proposition – and your prospect's dying to tell it to you.
- * What your funder needs to know about every transaction that simply can't be found online.

3:15 – 4:30 p.m.

Concurrent Workshops

This will be a repeat of workshops 1 & 2 from the morning session.

4:30 p.m.

Designated Networking - The 1900 Bar & Restaurant

Following the workshops, those who wish to do further networking should return to the Lounge