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2009 CFLA National Conference
September 21-23
Ottawa/Gatineau

4th Delegate FREE
(details inside)

CFLA
National Conference
2009
Congrès national
ACFL

Hilton Lac-Leamy
Gatineau-Ottawa, Québec

September 21- 23, 2009
Le 21 au 23 septembre, 2009



Canadian Finance & Leasing Association
Association canadienne de financement et de location

Monday, September 21

1:00 - 7:00 p.m.

Registration Desk Open

Sponsored by Stonebridge Financial Corporation

1:00 - 3:00 p.m.

CFLA Board of Directors meeting (closed)

3:40 - 4:15 p.m.

Canada's Economic Future

*The Hon. Jim Flaherty,
P.C., M.P.,
Minister of Finance*

*Sponsored by Spartan
Compliance Services*



Jim Flaherty

4:15 - 6:00 p.m.

Funding: How can government help?

Industry and government speakers to be announced.

5:30 - 7:30 p.m.

CFLA Showcase - Trade Exhibitors

6:00 - 7:30 p.m.

Welcome Reception

The evening is free for delegates to arrange their own networking dinners.

Conference 2009 sponsorship opportunities
please contact Charlene Forde
(416) 860-1133, ext 21 or
Toll free: 1 (877) 213-7373 ext 21
charlene@cfla-acfl.ca



Hilton Lac-Leamy

Tuesday, September 22

7:30 a.m. - 5:00 p.m.

Registration Desk open

Sponsored by Stonebridge Financial Corporation

7:00 - 8:30 a.m.

Breakfast

7:00 a.m. - 7:00 p.m.

CFLA Showcase - Trade Exhibitors

8:45 - 9:00 a.m.

Chairman's Welcome

*Fred Booth Sr., Chairman, CFLA
ARI Financial Services Inc.*

9:00 - 10:30 a.m.

The Upside of the Downturn: Ten Management Strategies to Prevail in the Recession and Thrive in the Aftermath

Geoff Colvin, Senior Editor at Large, Fortune Magazine



Geoff Colvin

Back by popular demand, Geoff Colvin is a leading thinker, writer, broadcaster, and speaker on today's most significant trends in business. He has interviewed every noteworthy business leader over the last two decades and analysed their strategies, becoming

one of the sharpest and most respected commentators on leadership, management and the economy.

Sponsored by Resolve Corporation

10:30 - 11:00 a.m.

Networking Break

Sponsored by Northstar Leasing Corporation

11:00 - 12 noon



Paul Jenkins

The Economy: an Update

Paul Jenkins, Senior Deputy Governor and COO of the Bank of Canada.

How does Canada's central bank see our economic prospects over the next 18 to 24 months and beyond.

12 noon - 1:50 p.m.

Luncheon

Sponsored by Miller Thomson LLP

2:00 - 3:15 p.m.

Engaging Employees in a Turbulent Economy

*Barbara Adams
Managing Director,
HR architects.*

During a downturn, attention turns to protecting revenue, operational efficiencies, and trimming costs. An increased focus on operations is

expected but what's the effect on employees? Uncertain times can erode the trust in the organization and its leaders and also increase insecurity, impacting productivity. Just when you need employees to be flexible, adaptable and fully committed, what should business leaders do?



Barbara Adams

Tuesday, September 22

3:15 - 3:30 p.m.

Networking break

Sponsored by Casitron Limited

3:30 - 4:45 p.m.

Concurrent Workshops

What's new in law for leasing?

Jennifer Babe, Miller Thomson LLP

Michael Burke, Blake Cassels and Graydon LLP

Pierre Denis, Lavery de Billy LLP

Robert Swift, Davis LLP

Key underlying rules that shape the business framework for asset-based financing and leasing - what's happening?

Portfolio & Risk Management in the new Marketplace: Focus on Credit & Operations

Murray Derraugh, Swandel & Associates

Tom Ware, Senior Vice-President, Analytics,

PayNet, Inc.

Dustin Jefferies, Director of Operational Risk, Great American Leasing Corporation

The leasing rules have changed, most likely permanently. How do you manage this change, adjusting risk and credit policies to ensure your company continues to perform? What are the techniques to analyze your portfolio and then use that intelligence to modify your risk and credit policies?

Sponsored by Aird & Berlis

4:45 - 5:15 p.m.

36th Annual General Meeting of Members

5:15 - 5:30 p.m.

Board of Directors meeting (closed)

6:00 - 7:00 p.m.

Chairman's Reception

Sponsored by financiaLinx Corporation

7:30 - 10:00 p.m.

Chairman's Banquet

Sponsored by ARI Financial Services Inc.,

Torkin Manes LLP, Equirex Leasing Corp.,

Roynat Lease Finance, LeaseTeam Inc.,

Canadian Black Book & Canadian Automotive Fleet

Wednesday, September 23

7:00 - 10:00 a.m.

Registration Desk open

Sponsored by Stonebridge Financial Corporation

7:00 - 8:15 a.m.

Breakfast

8:00 am - 12 noon

CFLA Showcase ~ Trade Exhibitors

8:15 - 9:30 a.m.

Concurrent Workshops

Current market conditions and their impact on vehicle residuals

René Abdalah, Residual Value Insurance

Josh Bailey, Canadian Black Book

Cheryl Munce, Manheim Canada

Lisa Scott, ADESA Canada

What are the projections (used car values) for the rest of 2009 and 2010? What will happen to used car values for certain brands? How are lease (and loan) portfolios impacted?

Sponsored by Jim Pattison Lease

Wednesday, September 23

Portfolio & Risk Management in the new Marketplace: Focus on Collections & Defaults

*John Barraclough, Maxium Financial Services
Daniel Weisz, Deloitte & Touche LLP
Steve Weisz, Blake Cassels and Graydon LLP*

What can be done to maximize returns on defaulted leases? This panel will discuss how to best protect the portfolio, the legal tools and priority issues in a customer insolvency, CCAA or bankruptcy.

Sponsored by CHP Consulting



9:30 - 10:45 a.m.

Making social networking media work for you and your business

Amber MacArthur, Web Strategist

How are various social networking media evolving? What's next? How can businesses generally and executives personally use the new technology. Amber MacArthur is a journalist, podcaster, and co-founder of MGImedia, best known

as a former TV host at CityTV's iconic *New Media*.

10:45 - 11:00 a.m.

Networking Refreshment Break

Sponsored by MCAP Leasing

11:00 - 12:00 noon

Inside Canadian Politics

The Hon. Senator Mike Duffy



Mike Duffy



Huw Williams

After a lifetime in journalism and decades reporting on Parliament Hill, Mike Duffy has embarked on a new career as a member of The Senate of Canada. He talks with Huw Williams, CFLA's "eyes and ears" in Ottawa.

12:00 noon

Conference close

*Fred Booth Sr., Chairman, CFLA
ARI Financial Services Inc.*

GENERAL INFORMATION

4th Delegate FREE
(details below)

WHO SHOULD ATTEND?

Those who want to learn and discuss with their peers the latest about changes impacting the Canadian asset-based financing, equipment and vehicle leasing industry.

LOCATION

The Hilton Lac-Leamy Hotel is located in Gatineau, Québec, about ten minutes drive from Downtown Ottawa. Site of CFLA's 2004 National Conference, this beautiful lakeside hotel has its own casino, kilometers of running and bicycle paths leading into the Gatineau Hills and a nearby Clublink golf course.

AWARDS AND ACCOLADES:

- AAA/CAA Four Diamond Award 2002-2008
- Five star rating, Tourism Quebec 2002-2008
- Conrad Hilton Award Best Overall Performance 2002, 2004, 2005 and 2006
- Meetings and Incentive Travel Annual Reader's Choice Award 2007

REGISTRATION OPENS JUNE 12, 2009

REGISTRATION FEES AND VOLUME DISCOUNTS

"Early Bird" Registration by July 15th

Members*

Registration fee for 1st delegate	\$1,225
Second delegate	\$1,165
Third delegate	\$1,115

Fourth delegate FREE

Additional delegate	\$1,115
Daily rate	\$700
Chairman's Banquet Only	\$175
Companion's registration	\$350

Non-Members

First time	\$1,225
Second-time+	\$1,400
Daily rate	\$775
Chairman's Banquet Only	\$275
Companion's registration	\$500

Registration after July 15th

Members*

Registration fee for 1st delegate	\$1,325
Second delegate	\$1,265
Third delegate	\$1,200

Fourth delegate FREE

Additional delegate	\$1,200
Daily rate	\$750
Chairman's Banquet Only	\$175
Companion's registration	\$350

Non-Members

First time	\$1,325
Second-time+	\$1,500
Daily rate	\$825
Chairman's Banquet Only	\$275
Companion's registration	\$500

DELEGATES MUST ADD 5% GST TO THE REGISTRATION FEE. Delegates from Québec must also add 7.5% QST.

**Companies are Members of CFLA, not the individual. If anyone from a non-member company has previously attended a CFLA conference, the second-time+ fee applies.*

Full Delegate Registration includes:

- Admission to all listed sessions
- All program materials and handouts
- Welcome Reception
- 3 refreshment breaks
- 2 buffet breakfasts
- 1 luncheon
- Chairman's Reception & Banquet

Spouses are welcome

Spouses are very welcome to attend the conference. While there is no formal program of activities, a spouse's registration includes:

- Welcome Reception
- 2 buffet breakfasts
- 3 refreshment breaks
- 1 luncheon
- Chairman's Reception & Banquet
- Access to business sessions on an "as available" basis.

GENERAL INFORMATION

4th Delegate FREE

REGISTRATION AND PAYMENT

To register and pay online go to www.cfla-acfl.ca "CFLA National Conference 2009".

NO PERSON WILL BE REGISTERED UNTIL FULL PAYMENT IS RECEIVED BY CFLA. Any outstanding amounts due to CFLA must be paid before registration can be accepted.

FOR CANCELLATION AND/OR REFUND POLICY

Go to www.cfla-acfl.ca "CFLA National Conference 2009".

CFLA reserves the right to cancel this conference due to insufficient registrations and will refund registration fees only.

HOTEL ACCOMMODATION

CFLA does not handle hotel reservations.

To register at Hilton Lac Leamy, please call (819) 790-6444 and request the special rate for conference code G-CJR: the Canadian Finance & Leasing Association National Conference. Outdoor parking is free.

Or, reserve a hotel room online through the Hilton Lac-Leamy CFLA 2009 Conference Website. Go to the link at www.cfla-acfl.ca "CFLA National Conference 2009".

A block of guest rooms has been reserved at Hilton Lac-Leamy at a special rate. Classic/Deluxe guestrooms: \$199; applicable taxes extra.

RELEASE OF ROOM BLOCK: August 21, 2009

Information about local sights and events will be available on our website at www.cfla-acfl.ca.

DRESS CODE

Casual business attire is recommended for the entire conference including the Chairman's Banquet. Jacket and tie not required.

GOLF

There are several golf courses within an easy drive from the hotel. To request a golf reservation, email the hotel concierge at: concierges@hiltonlacleamy.com



Canadian Finance & Leasing Association Association canadienne de financement et de location

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