



CFLA CONFERENCE 2010 CONGRÈS 2010 DE L'ACFL

The Turning Point • Le point tournant



Vancouver
Pan Pacific Hotel
September 22-24, 2010

Our invitation ...

... YOUR IDEAS for Conference 2010

- [Conference 2010 Theme](#)
- [What you should know](#)
- [Possible subjects](#)
- [Selection criteria](#)
- [Important deadlines ~ What we need and by when](#)
- [What's in it for YOU?](#)
- [Report on Conference 2009 Ottawa/Gatineau](#)
- [Contact us](#)

We want to hear *your ideas for possible topics and speakers* for the 2010 National Conference. Please be as specific as possible in your suggestions. You can suggest a subject to be addressed or a speaker to be heard, or you could submit a proposal for your participation as a speaker.

Conference Theme

The Turning Point • Le point tournant

“Even long recessions end and are followed by expansions, which eventually beget new recessions. The best managers,” Conference 2009 keynote speaker Geoff Colvin from Fortune Magazine has recently written, “never become so consumed by the present that they forget their place in the cycle ... smart managers are planning now for what they’ll do when growth returns.”

There will be a **turning point**, a critical moment when the downturn changes gears into a new economic world, with opportunities for those who understand what's happening, why it's happening, and what it means for them. That is the challenge of CFLA conference 2010.

According to Colvin, some businesses - and some people - will emerge from this downturn stronger and more dominant than when it started. Others will weaken and fade. It all depends on critical choices they make right now as the economy approaches **the turning point**.

What you should know

The CFLA National Conference is the biggest single event of the CFLA calendar. The leaders and senior managers in the asset-based financing, equipment and vehicle leasing industry will attend the 2010 conference in Vancouver. They expect to receive valuable information that will provide insight into future trends in the industry, hear about real experiences that have enhanced businesses and the trials it took to get there. They also want to know what's new and how it will affect the industry.

CFLA’s Regular Members are active in the asset-based financing, equipment and vehicle leasing business. There are four main constituencies among the membership: consumer vehicle financiers, fleet vehicle lessors, equipment financiers and suppliers to the industry.

They cross the spectrum from manufacturers’ finance companies and independent leasing companies, to banks and credit unions. Members vary in size from the large multinationals to smaller regional companies and brokers. Some are national in scope; others concentrate within a specific region. Many specialize in certain types of assets, others finance a broad range.

Ideally, we seek conference topics of interest to the leadership of each segment of the membership.

Presenters are expected to share information and experience but should not use the conference as a platform for commercial sales, self-promotion or to criticize competitors.

The conference is organized around **plenary sessions** (approximately 1½ hours long) and **concurrent breakout sessions** (about 1-1¼ hours). Plenary sessions are designed for subjects of interest to a large cross-section of members, regardless of business segment, while breakouts are designed to appeal to specific business segments.

[Back to top](#)

Possible Subjects

State of Demand

Insight (current/projected) into the industries where CFLA provide financing services: trucks/cars, rail, construction equipment, IT, medical, government, oil and gas, forestry, etc.

Presentations should apply to one of the subject areas listed below. ***Please be sure to indicate which one your suggestion or proposal addresses:***

- Funding the leasing company
- Finding more income
- Credit determination
- Cost reduction
- Best practices/research findings
- Remarketing
- Creditor issues
- Applications of technology
- Legislative and regulatory issues
- Tax, legal or accounting issues
- Customer relations

- Personnel issues/education and development
- Sales and marketing
- Consumer issues
- Trends specific to asset type or business segment, such as
 - consumer or fleet vehicle financing/ leasing
 - equipment financing/leasing
 - captives
 - small ticket or mid-ticket
 - small/mid-size members

[Back to top](#)

Selection Criteria

CFLA is interested in the following kinds of presentations at the 2010 National Conference:

1. Timely information on selected topics of **current special interest**.
2. **Case studies** that highlight leadership, marketing strategies, financial innovation, business development concepts, superior customer service, or front-end and/or back-end e-business applications.
3. **Research/benchmarking results** that point to trends.
4. Sessions that stress **peer-to-peer** networking.
5. **Demonstrations of technology** as they apply to the industry.
6. Sessions that are of particular interest to **specific market segments** (consumer & fleet automotive, small ticket equipment, mid-ticket equipment, etc.)

If you wish to submit a proposal for your participation as a speaker, your proposal should meet the following criteria:

- a) Proposals will be accepted from **CFLA members only**.
- b) Does the proposal capture the most critical issues?
- c) Does the proposal identify the relevant individuals (including consultants, professors, leasing professionals and others who should make a presentation on the topic), and, are these individuals considered qualified to discuss the selected topic?
- d) Is the presentation format appropriate to the topic to be discussed?
- e) **No "commercials."**
- f) One presenter may submit no more than two proposals.

[Back to top](#)

Important Deadlines ~ What we need and by when

If you wish to submit a proposal for your participation as a speaker, your proposal must:

- be submitted separately and include a written abstract that describes the presentation in **100 words or less**;
- include **three learning outcomes** delegates can expect from this presentation;
- indicate which area (technology, marketing, personnel, etc.) the submission addresses; and describe how you plan to involve participants in your session;
- indicate the intended format (case study, roundtable, panel presentation, interactive group discussion, etc.)

A biography of the presenter(s) must accompany the abstract.

Deadlines – on or before	
April 15, 2010	Submission deadline
April 30, 2010	Acceptance notices sent out
June 30, 2010	Notification of presentation date and time
September 10, 2010	Submission deadline for final presentation materials

Mail, e-mail or fax your suggestions or proposal to:

CFLA, 15 Toronto Street, Suite 301, Toronto, ON M5C 2E3
Attention: Vanessa Foran

Email: vanessa@cfla-acfl.ca or by fax: (416) 860-1140.

[Back to top](#)

All conference attendees, including presenters, must pay the ENTIRE conference registration fee.

What's in it for YOU?

If you wish to submit a proposal for your participation as a speaker:

- ◆ Enhanced reputation as a knowledgeable industry resource
- ◆ New contacts and business relationships
- ◆ Improved profile for your organization

[Back to top](#)

Report on CFLA Conference 2009 Gatineau

If you are interested in checking out what happened last year, go to the website for CFLA's 2009 conference in Gatineau to find the program, all available session presentation documents, the conference photo album, the Members of the Year and the names and contact details of the delegates presented alphabetically by name and by company.

[Members' Conference 2009 Website](#)

[Non-Members' Conference 2009 Website](#)

[Back to top](#)

Contact us

For further information, please contact:

**Vanessa Foran
Director, Policy
Canadian Finance & Leasing Association**

Telephone: (416) 860-1133 X26 • Toll-free: 1(877) 213-7373 X26 • Fax: (416) 860-1140

E-mail: vanessa@cfla-acfl.ca • Internet: www.cfla-acfl.ca