



***LeasingLogic* Spring 2011 – President’s Message**  
**Sonia v.M.Stoddard, BPB**



The leasing profession has been around for literally thousands of years. Ancient Egyptian writings have been found that refer to leasing contracts. There are many reasons why the equipment leasing industry has survived for millennia. All businesses, no matter what size, need some sort of equipment to function. It has been proven, time and time again, that leasing equipment to avoid an immediate cash outlay, no matter how large or small, associated with purchasing equipment, is the more prudent business approach to the acquisition of capital equipment.

The National Association of Equipment Leasing Brokers, based upon published membership statistics as of January 2011 is the largest equipment leasing association in the United States. I invite you to visit our web site, [www.naelb.org](http://www.naelb.org), to find out more about us.

Our annual conference will be here before you know it and we’re excited about what’s been put together. From April 7 through 9, in Austin Texas, at the Hilton Austin located on East 4<sup>th</sup> Street you will find the best of the best advice on how to Revitalize Your Business ... because you’re only a Texas two-step away. And if that isn’t enough to bring you to Austin, there are dozens of things to do and see within walking distance of our downtown conference hotel location. Not only will your business be revitalized, but you will too!!!!

The Conference Planning Committee and our Conference Chair, Ted Reynolds with TEAM Funding Solutions, have taken great care in planning your 2011 NAELB Annual Conference.

Each and every event is designed to provide each attendee the maximum return and experience for their investment. Over two days, we are presenting eleven educational sessions and six hours of exhibit hall time. And that does not include the countless networking opportunities that are available during non-conference hours.

Professional sales trainers from Sales2Sales, Inc., the Dale Carnegie Training Institute, Constant Contact and Wheeler Business Consulting will conduct multi-day sessions on sales strategies that can be applied to the equipment leasing industry. There will also be other workshop topics discussing financial statement analysis and round table discussions with funding sources. You will never find access to these high-level professional sales trainers under one roof again, nor will you have access to them for the price of admission to the NAELB conference. If you come away with only one new idea that will help you grow your business (and you will come away with more than one), then this conference is one of the best investments that you can make toward your business growth and development. And some of the workshops will be interactive, allowing you to participate and voice your individual concerns.

If I may be so bold as to state: attending this conference is a no-brainer. If you want to be part of an excellent way to build and re-build your business, your relationships and your industry knowledge, this is the place to be.

Again, please visit our web site at [www.naelb.org](http://www.naelb.org), or contact our association headquarters at (800) 99-NAELB for more information about the conference that you cannot afford to miss.

Be certain to say hello to me in Austin. I look forward to seeing you soon.

Best regards,

A handwritten signature in black ink, appearing to read 'Sonia' followed by a stylized flourish.

Sonia v.M.Stoddard, BPB  
Lease@StoddardAssociates.com  
(310) 390-2009 direct line