March 2011

THE CLP CIRCULAR

News for Leasing and Financing Professionals

"Setting the Standard for Leasing & Finance Professionals the World Over"

CLP Foundation
PO Box 302 • Wayne, PA 19087
(610)687-0213 • (610)687-4111 fax
www.clpfoundation.org

HIGHLIGHTS

- **The State of Municipal Finance**
- **Military Service Retirement Announcement**
- **CLP Wit and Wisdom**

CLP SPOTLIGHT

- **Steve Geller, CLP**
- **Curt Lysne, CLP**

The State of Municipal Finance

I guess you could sum up the current Municipal Marketplace by saying the long-term questions still linger. Due to continuing economic conditions we are experiencing as a result of the national real estate and finance market upheaval and the expiration of the federally subsidized Build America Bond program, which is currently being proposed for renewal in the pending budget, the market is wracked with uncertainty about just who is going to buy long-term tax-exempt bonds or leases. With fewer long term investors because of perceived risk, long-term rates have been rising. In addition, numerous Private Placement sources remain out of the market or have narrowed their transaction appetite dramatically.

As the municipalities grapple with their budgets and the continuing need to provide services and replace outdated equipment and systems, they are facing some difficult decisions, understanding that the general public has not been kind to long term bond measures on their ballots.

Military Service Retirement Announcement

Ft. Smith, Ark. (February 10, 2011) - Twenty-seven years after enlisting in the Arkansas Air National Guard on his 17th birthday, Kyle W. Gilliam, Certified Lease Professional (CLP) and president of Arvest Equipment Finance is retiring from military service on March 6th, 2011.

Master Sergeant Gilliam's most recent duty assignment was with the 188th Fighter Wing located in Fort Smith, Arkansas, where he worked in the Civil Engineering Squadron as the Operations Superintendant. "Kyle is an outstanding example of what today's citizen soldier is all about. I wish him the best in his retirement and continued success in his banking career," said Vincent S. Langdon, Lt. Col 188th Force Support Squadron Commander.

Prior to his assignment at the 188th Fighter Wing, Master Sergeant Gilliam was assigned to Joint Forces Headquarters located on Camp Robinson in North Little Rock, Arkansas. There, Master Sergeant Gilliam served as the First Sergeant and was the liaison for the safety program for the Arkansas Air National Guard.

*To read these full articles, please go to **www.CLPFoundation.ORG** and click **Toolbox » Articles**.*

Where in the World?

Dave Schaefer, CLP
Orion First Financial LLC of Gig Harbor, WA

All correct answers sent to
info@clpfoundation.org
will be entered into a drawing for
$20 off CLP renewal dues.
Entries must be received by 3/15

Last Month:
Howard Krollfeifer, CLP of D&H Enterprises was the official on the right in Guatemala City, Guatemala to officiate a match against Costa Rica.

Read more about Howard on page 4

CLP Wit and Wisdom

We asked Ned Luce, CLP of Port Townsend, Washington if he has any advice he would like to share with his industry colleagues and Ned said that to be effective and inspired, he likes to focus on **Vision**, **Ethics** (including work ethic) and **Values**.

Vision:
On the subject of vision Ned quoted John Lilly, *"In the province of the mind, what one believes is true can actually be true, or, quickly, it will become true."*

Ethics:
On the subject of hard work he quoted Barry Switzer, *"Some people are born on third base and their parents let them go through life thinking they hit a triple."*

Values:
And on the subject of values, Ned said, *"In the long run **what** is right always takes precedence over **who** is right."*

Social Networking

Join the CLP Facebook Fan Page

Find us on Facebook

Just search for CLP Foundation

Click "**like**" and you will have access to any messages that are sent out in your newsfeed in Facebook.

Leading Industry Associations

NEFA National Equipment Finance Association

NALB Success By Association™ National Association of Equipment Leasing Brokers

CLP Spotlight

An Interview with Steve Geller, CLP

Steve Geller, CLP
Leasing Solutions LLC

What are your favorite things about the equipment finance industry?

My favorite thing about the equipment finance industry would have to be the presence of very intelligent, caring and good people who I have met during my career. Having served the industry on association boards of directors and committees, I have come into contact with very thoughtful and insightful individuals. The quality of panels I have served on and sessions I have attended as well as the questions raised by audiences has shown me that our community can be proud of the business acumen continually on display.

Can you tell us a little about your history in leasing?

After working as a lending officer at what is now known as a community bank and in need of building our loan portfolio, our president suggested that we consider buying leases from some brokers who he knew. I eventually left the bank and wound up at Tilden Financial in Long Island and then ORIX Credit Alliance, where I was Vice President and Branch Manager, in charge of all third party business for the company in the U.S. After eleven years with ORIX, the company's focus changed and I started my present business, Leasing Solutions LLC, in January, 2001.

What are the biggest challenges in your day?

One of my biggest challenges of the day is making sure that both my clients and my lenders know that I am working diligently and not compromising anyone's interests. What has helped me most is the trust that I have built up by being highly visible at industry events and always being responsive when transactions are brought to me by other industry professionals.

Would you like to share an interesting accomplishment or achievement?

One of the most exciting things that happened to me in the industry was when I was asked to be a representative of the Board of Directors of the Eastern Association of Equipment Lessors on a committee to consider the acquisition of the CLP program from the United Association of Equipment Leasing by a newly formed not-for-profit entity, the CLP Foundation. I was further honored when I was selected to be one of the original trustees of the foundation and to have served three terms as a trustee and member of the Board of the CLP Foundation.

It has been a great career for me, having been employed by a number of banking institutions and finance companies and for the last ten years finding the freedom in being an entrepreneur. My career has allowed me to discover many parts of our country attending industry conventions and accumulating frequent flyer miles. We have used those points to visit, to travel internationally and see such places as the Canadian Rockies, Alaska, Hawaii, Italy, Greece and Israel, which had a mystical feel to us by its antiquities, a feeling that is shared by believers and non-believers alike. There are still many more roads for us to travel.

Thanks to the leadership of the CLP Foundation for the excellent work it does for our industry domestically and internationally and to Ray Williams, former executive director of UAEL, who, in a cab ride somewhere in the mid 1990's, cajoled me into sitting for my CLP certification.

Happy St Patrick's Day from the CLP Foundation

May you always have work for your hands to do
May your pockets hold always a coin or two
May the sun shine bright on your windowpane
May the rainbow be certain to follow each rain
May the hand of a friend always be near you
And may God fill your heart with gladness to cheer you

- Irish Blessing

CLP Spotlight

An Interview with Curt Lysne, CLP

Curt Lysne, CLP
Portfolio Financial
Servicing Company

What do you find most interesting about the industry and what do you find has helped you in your professional growth?

It is clear to me that if someone has an interest in the financial markets the leasing industry can provide a challenging career full of rewards, financial and otherwise. Structuring a financial solution for a business owner to allow him to acquire key assets and grow his business or helping a vendor build an alternate sales solution has a strong sense of accomplishment attached to it. The top leasing professionals attend conferences and gain knowledge through the various learning channels available to them through colleagues and in particular, affiliation with one or all of the leasing associations. I have been a CLP since 1998.

How long have you been in the industry and how did you become a part of the team at PFSC?

While educated as an accountant, after working in that field for several years I realized I needed something more exciting and rewarding. I joined a growing Southern California leasing company in 1983 thinking the transition from accounting to finance would be comfortable. After several years I felt it was time to challenge myself further so I left that company in 1985 and started my own company and became a broker. In 1989 I was presented with an opportunity to join Colonial Pacific Leasing where I stayed until 2002. While at CPLC I held a number of different roles in credit, portfolio acquisitions and sales. CPLC grew considerably during the time I was there and that growth allowed me exposure to the challenges of growing a portfolio. After GE Capital's purchase I was promoted to Chief Credit Officer, VP Sales and GM of another GE business in New York. When GE decided to move the company to Chicago I left the company and moved back to CA to build a broker channel and manage the 100+ sales force for a lessor. My current role as VP, National Sales for Portfolio Financial Servicing Co has allowed me to engage in another part of the finance industry as a service provider. PFSC provides portfolio servicing solutions to companies who originate leases and loans, commercial and consumer, but do not want to build their own back office. We mange title work, UCC filings, insurance claims, asset management in addition to billing, collecting and customer service work under a private label arrangement.

If you won 50 million dollars in the lottery, what would you do with the money?

If I won $50MM in the lottery…while a tremendous amount of money it could not provide me with enough to solve world hunger. Consequently, I would first insure my immediate family is made comfortable. Then I would preserve what is left to allow me to assist individuals and families that have found themselves in a short term bind and help to provide a solution to those problems. Whether it be losing a house and needing temporary housing or a critical surgery to save a life, I would concentrate my efforts towards helping good people in a difficult circumstance get help they need.

Curt and his wife Taryn

You have accomplished a lot in the leasing industry, is there anything unusual or interesting you might like to share?

An interesting accomplishment would be that I worked in college for Playboy Enterprises and we put on Spring Break events in Ft. Lauderdale, Palm Springs, Daytona Beach, Padre Island, etc. for our clients. I also went to work for a spinoff of Playboy after leaving accounting that handled the same events but also Miller Brewing Co. "taste great…less filling campaign". Fun job!

Training Classes

Howard Krollfeifer, Jr. CLP is Vice President of D&H Enterprises, Inc. and a consulting, training and expert witness company for the equipment leasing and financing industry. He will be be teaching ELFA's **Principles of Equipment Leasing and Finance Workshop** at ELFA's Headquarters in Washington, DC in April, June, September and October of this year.

Learn more here:
http://www.elfaonline.org/pub/events/POL/

Agility Ventures

Agility Ventures

Venture Lease Funding for Internet Service Providers, Telecom & Other Early Stage Technology Companies

(928) 541-0771

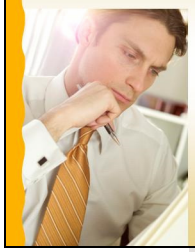
www.agilityventures.com

Now accepting business from Certified Lease Professionals.

CLP Handbook Special

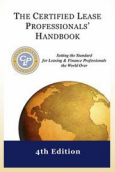
Setting the Standard for Leasing & Finance Professionals the World Over

CLP HANDBOOK
4TH EDITION



"I purchased two copies of the new Handbook to help train newly hired sales reps. It has been a valuable resource."

- Spencer Richman, CLP
NAELB Past President
President, AFN Leasing



available at www.clpfoundation.org

Conference Attendee Benefits

CLP Master Review Classes
INCLUDED IN REGISTRATION
for the following conferences

Thursday, March 17th from 8:00am – 4:00pm
NEFA 2011 Finance Summit
Hotel Valley Ho – Scottsdale, Arizona
Call (847) 380-5050 to reserve your space

Thursday, April 7th from 9:00am – 5:00pm
NAELB 2011 Annual Conference
Hilton Austin – Austin, Texas
Call (800) 996-2352 to reserve your space

Save the Dates

Events

NEFA Finance Summit
March 17-19, 2011
Scottsdale, AZ

NAELB Annual Conference
April 7-9, 2011
Austin, TX

ELFA National Funding Conference
April 12-14, 2011
Chicago, IL

ELFA Capitol Connections
May 10-11, 2011
Washington, DC

CLP Exams

March 20, 2011
NEFA 2011 Finance Summit
Scottsdale, AZ

April 10, 2011
NAELB 2011 Annual Conference
Austin, TX

March Factoid

You have a barrel of oil, and you need to measure out just one gallon. How do you do this if you only have a three-gallon container and a five-gallon container?

Go to **clpfoudation.org** for the answer.
Just click on the Mindbender picture.

Advertising Opportunities

Website Banners Ads

For the first time ever, the CLP Foundation is accepting banner ads to be displayed on our website.

Are you reaching the Best of the Best? You are if you promote your business with the CLP Foundation.

Details available on the website.
Check by clicking ***Members >> Advertising Opportunities***

		Extended Commitment Discounts 10%+	15%+	20%+
Size (*w*x*h*)	**1 month**	**3 months**	**6 months**	**12 months**
88 x 31	$30	$80	$150	$270
468 x 60	$120	$325	$600	$1140
120 x 600	$150	$390	$750	$1440

Additional sizes are available. Please check the website for all options.

Special Member Benefit:
All CLPs in Good Standing Member Companies will receive a 20% discount off the above prices!

CLP Circular

Get Exposed to over 300 industry leaders from CLP, NAELB, NEFA, Leasing News readers and more… Run a business card size ad in the CLP Circular for only $40/month or $100/3 issues. Ads are first come first served.

Business Card Size Ad	**$100 for 3 months or $40 per issue**

Use of the CLP Designation, Logo and Other CLP Branding – The terms "Certified Lease Professional", "CLP Foundation" and "CLP", as well as the CLP Designation as they all pertain to their use in the equipment leasing industry are owned by the CLP Foundation and protected under Federal Trademark Law. Only upon meeting and maintaining the qualifications for use as determined by the CLP Foundation Board of Directors will the CLP Foundation grant an individual a license for use of materials owned by the CLP Foundation. The CLP Foundation intends to comply with all antitrust laws.