



THE CLP CIRCULAR

News for Leasing Professionals

Recertification is as Easy as 1, 2, 3

HIGHLIGHTS

- Recertification: Easy as 1, 2, 3
- Meet 3 **NEW** CLPs
- Stimulus Plan a Success Deadline EXTENDED
- Discounts: NAELB and NEFA

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- CLP Spotlight: Jim Possehl, CLP
- CLP Spotlight: Brian Schonfeld, CLP
- Looking Back to 2007
- Advertising Opportunities

Attaining your CLP accreditation is a life-time achievement, the designation is not perpetual, rather an ongoing license to use the designation. Every four years a CLP is required to recertify; a process by which CLPs outline their experience, contributions, and continuing education credits acquired in the leasing and finance industry as well as association membership.

Recertification is as easy as 1, 2, 3 – you can even do it online!

- Complete the CLP Online Recertification Form under the members section www.clpfoundation.org
- Print the PDF Recertification Form which is generated when you click the 'View and Print Completed Recertification Form' button.
- Review the [CLP Standards of Conduct](#).
- Sign and fax a copy to: 610-687-4111 or email to Cindy@clpfoundation.org, drop the \$75 recertification fee in the mail to CLP

Your Recertification notice will be sent to you in January on the four year anniversary of your original certification. CLP's are encouraged to obtain additional education and by their nature - the fact that they pursued certification in the first place - CLPs overwhelmingly meet and exceed these requirements as they consistently strive to improve and excel their professional competency. No new exam is required for the recertification process.

Congratulations to 3 New CLPs!

Jeffry Elliott, CLP

Huntington Equipment Finance
917 Euclid Ave
Cleveland, OH 44115
Jeffry.Elliott@huntington.com

Crystal Gateley, CLP

M&I Equipment Finance
250 E. Wisconsin Ave, Suite 140
Milwaukee, WI 53202
Crystal.Gateley@micorp.com

Russell Sultenfuss, CLP

Oce Financial Services, Inc.
5600 Broken Sound Blvd
Boca Raton, FL 33487
Russell.Sultenfuss@oce.com

CLP Stimulus Program Extension to September 2009

Perhaps you know of or even referred one of the 17 industry professionals who have already taken advantage of the \$100 discount offered through the CLP Stimulus Plan. Because of the positive response, your 2009 CLP Board of Directors has voted to extend the CLP Summer Stimulus Plan through September 30, 2009.

Achieve and Receive!

Achieve your CLP Certification and Receive the accolades of your peers, all for the discounted price of \$495. The application and fee must be received by 9/30. However, the certification exam itself may be taken in your time frame. This is a very special discount that will not last for long!

Spread the word to your qualified colleagues. Now is the time to show the world that professionals in the equipment leasing and finance industry, CLPs to be precise, are a cut above the rest!

The Year Was 2007...



NAELB Annual Conference in Nashville Accepting Certification

Bob Teichman, CLP, Teichman Training and Financial Services
Kevin Prykull, CLP, PNC Equipment Finance
Donna Wesemann, CLP, Susquehanna Commercial Finance Inc
Laura Noblin, CLP, Matrix Business Capital
Brian Acosta, CLP, Matrix Business Capital
Matthew Mosley, CLP, Financial Pacific Leasing LLC
Cindy Spurdle, CLP Foundation

Tucson UAEL Annual Conference



Joe Woodley, CLP
Jim Coston, Esq, CLP



Jim McCommon, CLP
Jim Lahti, CLP

CLP Spotlight

An Interview with Jim Possehl, CLP



In tackling this writing assignment, I realize once again that I am a very lucky man. I started an equipment leasing business named Republic Financial 38 years ago on a \$300 advance on my Bank of America credit card. At the time, I certainly wasn't thinking about where we'd be 38 years later. I was hoping to make it a year.

Although Republic's business has grown far beyond our original equipment leasing business, our commercial aircraft leasing subsidiary, GMT Global Aviation, remains a critical component of who we are. In fact, the equipment leasing industry has been a great place to learn about all industries. Our journey here at Republic has taught us that the resources and skills required to be a successful lessor – credit, asset knowledge, accounting, legal, tax, sales, funding, marketing, HR, and general management – are the same success factors for any business.

In addition to these skills, I think there are two qualities essential to business survival: *adaptability* and *tenacity*. Think of all of the changes that have taken place since June 30, 1971. Lessors don't have any other choice but to *adapt*, and successful adaptation takes *tenacity*. Certainly, today's economic environment underscores their relevancy.

But back to the "luck" part. One of the most fortuitous business choices I've made in my career is the decision to become involved in the equipment leasing associations representing our industry. They are all class acts. I am honored to be a past president of the Western Association of Equipment Leasing (WAEL), past chairman of the Equipment Leasing and Finance Association (ELFA), a past board member of the ELFA Foundation, and a charter member of the Certified Lease Professional (CLP) board. Perhaps my biggest honor was being the first recipient of the lifetime achievement award by the United Association of Equipment Leasing (UAEL).

I have given back to this industry, but I have unquestionably received far more from these organizations than I have given. They are a major reason for my success.

Anyone in this industry that has an opportunity to join one of these organizations should jump at the opportunity because of the awesome return on the investment of time and money. I am a beneficiary of the knowledge and insights gained from these respective organization members, board members and staff people. They have helped me – and my company – become more than what we could have on our own. The CLP program is a shining example of this, a program with no down side, and tons of upside. How cool is that?

My simple advice is to get involved, and stay involved. The continued success of these organizations is contingent upon the active engagement of people like you.

How does a perfect day start?

Well, a perfect day for me would start in Hawaii, but I don't think that's the context of the question.

A great day in business would start with a challenge involving a moral dilemma and a great deal of money. The day would end with Republic Financial taking the high road from a moral standpoint and incurring whatever the short-term economic consequences were of that decision. And, importantly, I wouldn't have played any active part in that process. The individuals at Republic would have done the *right thing* on their own volition, not because someone else told them to do it. If I have learned anything, it's that doing the *right thing* over the long haul will yield wonderful results, both economically and personally. Understand that Republic Financial isn't a Boy Scout Troup; we're a business, and we have to make hard decisions, but staying on the high road is always the best place to be. I know this because I have found myself on the "easy-decision" road before and it is not a good place to be.

If you could transfer yourself anywhere instantly, where would you go and why?

Again, it's Hawaii.

My high school sweetheart and wife Karen and I have gone to Hawaii most years to celebrate the anniversary of our first date, February 5, 1960. During the past few years, we've been blessed to have our kids and their kids join us in Hawaii. In a perfect world, I'd like to see all of my family members at a large dinner table talking about the fun we'd had. At the end of the day, we'd be tired, sunburned and enjoying a great family meal and bottle of wine. We hope to celebrate our 50th in Hawaii in a few months. And for that, I truly feel blessed...and, yes, "lucky."



Jim Possehl, CLP
Republic Financial
Corporation

An Interview with Brian Schonfeld, CLP

How did you get your start in the equipment leasing industry?

While a senior at UC Irvine in Orange County California, I was offered a sales internship at a local lease broker in Irvine, CA, Genesis Commercial Capital. Upon graduating, I was offered a full time position which I eagerly accepted, ready to earn my own money instead of spending my parents in college! I spent the first several years of my leasing career in sales, targeting both lessees directly as well as working with several larger vendors. After several years I realized that "dialing for dollars" was not for me; and a new opportunity was presented to take over the portfolio management duties for my Genesis. This kept me busy until 2006 when my wife and I decided that we wanted to trade the Orange County scene for a more family friendly environment. Fortunately Pawnee Leasing Corporation was looking for a new Regional Marketing Manager at the time, and in April of 2006 we made the move out to Colorado.

What do you enjoy most about your job? What are the biggest challenges in your day?

As one of the main points of contact for our broker partners, I enjoy the opportunity to meet, interact with, and especially learn from so many different people with such diverse backgrounds. Being able to help make their experience with Pawnee as easy (and profitable!) as possible is certainly the most rewarding part of my job. And while I miss my family when I travel, I do enjoy getting the chance to get into our customer's offices and meet them.

On the flip side, the hardest part of my job would be those instances when a broker comes to me needing assistance to get a deal approved or funded, and I'm not able to help. Having been a broker sales rep myself I know how hard this business can be sometimes; and always try to remember my sales days and put myself in their shoes when reviewing their request. Unfortunately, however, there are times when a "No" is the only answer and it's my duty to pass that on.

Favorite music or CD, or movie or play or art...?

One of my favorite movies would be "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb" starring the late Peter Sellers. As far as music goes, I enjoy almost everything from rock to opera, but particularly love music from the 80's. I challenge you to find an iPod with a more diverse musical selection than mine, only country music is missing!

If you could be a super hero, what would be your super power and why?

My super power would definitely be the ability to fly. I have always had a fascination with flight, and in fact wanted to be a naval aviator before poor vision and a blown out knee ended that dream. Being able to be up amongst the clouds would be a childhood dream come true.



Brian Schonfeld, CLP
Pawnee Leasing
Corporation

CLP Foundation Sponsors and Supporters



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Please contact the CLP Foundation for sponsorship opportunities, or to see what else the Foundation can do for you and your business.

Call (610) 687-0213

~or~

E-mail cindy@CLPFoundation.org

NAELB Members

Did you know that the \$50 NAELB Membership Voucher can be used toward your CLP Certification, Recertification or Annual Dues?



Advertising Opportunities

	If received prior to August 1st \$75 total, \$25 per issue First come first serve, space is limited
CLP Circular - business card size ad 3 Issues	\$1150
Inside Cover of CLP Handbook 2009 Edition	\$1150
Back Cover of CLP Handbook 2009 Edition	\$850
Inside Pages of CLP Handbook 2009 Edition	



SAVE THE DATE • NAELB Eastern Regional Meeting

Renaissance Concourse Hotel • Atlanta, GA
September 11th and 12th, 2009



Don't miss the NEFA Fall Funding Symposium in Monterey

Monterey Marriott • 50 Calle Principal, Monterey, CA 93940
September 24th, 25th and 26th, 2009

Institute for Leasing Professionals

Are you serious about your career in leasing?

Premier Lease & Loan Services will host the upcoming Institute for Leasing Professionals and CLP Exam in Bellevue, WA, August 17-19, 2009. This training opportunity for individuals who want to grow their career in the equipment leasing industry is sponsored by the National Equipment Finance Association (NEFA), in conjunction with the CLP Foundation.

The cost of the Two-Day Institute is being offered at a reduced rate of \$395 through July 30, 2009.

CLP Standards of Professional Conduct

- ✓ A Certified Lease Professional will always strive to conduct all business dealings in an honest, ethical, and professional manner.
- ✓ A Certified Lease Professional will respect ownership of funds delivered as advanced fees or security deposits and will treat in a fiduciary capacity all funds received in that capacity.
- ✓ A Certified Lease Professional will strive to constantly gain additional education to improve his/her professional competency and will work to promote education and integrity within the leasing industry.
- ✓ A Certified Lease Professional will never make false or misleading statements to his/her employer, customers, vendors or funding sources.
- ✓ A Certified Lease Professional will never be involved in fraudulent activities in business dealings within the equipment leasing industry.
- ✓ A Certified Lease Professional will always treat with confidentiality, as defined by law, all information regarding customers, vendors, funding sources and credit reporting agencies.
- ✓ A Certified Lease Professional will act in a leadership role in the industry and always be held to the highest standards of conduct applicable to the industry.

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