

## The NEFA is ...My Association!!

With a new year comes new leadership and a newly elected board at NEFA. Before we get into that I wanted to take a minute and thank our outgoing Board and past President, Brent Hall for their leadership, guidance and hard work they provided last year - our first year as a new association. I know how much effort and work (a ton) they put into making the association the great success it has been, and laying the foundation pieces in place so we can be a sustainable and valuable association to all of our great members. Friends, these are voluntary positions and I know you join me in thanking them for everything that they have accomplished on behalf of all of us! Your support and appreciation is apparent as we welcome this year's NEFA Executive Board and Board of Directors for 2010. It is an unbelievable honor to serve with such a great and accomplished board, as well as with the entire team including Meeting Expectations who manages our NEFA Association. Folks this is truly a working board whose sole goal is to provide great value to each and every member company.

Since our inception last year our membership has grown steadily each quarter and we expect that to continue in 2010. Friends this doesn't happen by accident, this takes place because our members are sophisticated and are attracted to NEFA, to meet and learn from like members and leasing industry "thought leaders" and share ways to successfully grow their business. Yes even in times like these, or I should say, especially in times like these, the NEFA and its membership is an integral part of our business and personal success. The NEFA really is "Our Association"!

For those of you who know me well or have served with me in the past on the UAEL and EAEL Boards or on the current board with NEFA, know that I have a great love for all the people that participate in the equipment leasing and finance industry and especially the NEFA. In fact I consider the NEFA as.... "My" association, and as members, or prospective members you should as well.

It is our duty as directors and members of the association to continue to invest in the NEFA, as this is a great investment in your business and your future. NEFA members need their Association; to connect with their peers understand what is impacting their business and to learn how others are responding to the challenges they face. These are all invaluable benefits that only "Your" Association can offer.

Networking among members is a high priority with the NEFA...not just shaking hands, and having a drink...we do that too believe me, but really getting to know one another and more often than not it leads to long time business and personal relationships. In today's world just speaking to a person over the phone doesn't cut it anymore. We have to connect with each other "eye to eye" to best build our business. A hallmark of the NEFA , and one of our great values is our many networking events. Once you experience it you'll know what I'm talking about.

Industry publications...we not only have them we have some of the very best. If you haven't read the NEFA NewsLine you are really missing a great tool to help you gain and sustain success. Professionally done with timely articles from industry leaders, it's a must read for those in the know in the equipment finance and leasing business. It's supported by our association and a great group of advertisers and is a wonderful and valuable addition to your office education library.

Industry education, including Certified Lease Professional (CLP) reviews .....we not only believe in it, it's a cornerstone of professional success for our members. The NEFA educational offerings at our Spring and Fall conferences Education and Funding Conferences, Fall Super Regional East Coast conferences and Regional events throughout the country all focus to create the greatest value to the Broker/ lessor , independent small to middle market equipment lessor , service providers and funding sources who make up "Your" association. Once you attend...you will be back again and again...they are that good!

Are there challenges still out there for all of us? Sure there are, but there are also great opportunities as we turn the corner in this great business! This year's NEFA Spring conference in Dallas this March is designed to provide answers to show how you can align your business to take advantage of some the opportunities that exist today and shed light on the opportunities for the future. The theme is "Rebound". We have some great panel discussions lined up on the important challenges of today. These will be discussed by utilizing the very open "town hall style" panel discussions NEFA has become known and admired for by its members and the industry. We will have sessions that provide a funding and broker/ lessor perspective, some smart and timely marketing strategies that you can actually use as we turn the corner and rebound, plus new credit strategies that we can all use in our business. Based on our NEFA survey feedback, these are the types of sessions that you as members have asked the NEFA for and we are delivering it to you in a cost effective realigned format at this year's Spring Conference. All you need to do is get there to experience the value and benefits that "Your" association has to offer.

As you can tell I'm a fairly high energy and optimistic person. During this year, I will be reaching out to each and every one of you. I will be listening to your ideas and inviting you to become more involved in "Your" association. I hope that you will feel the need to do so in 2010. Yes...the NEFA is "My" and "Your" Association.

If we haven't met let's do so at this year's spring National Equipment Finance Summit scheduled for March 19-21, 2010 in Dallas, TX. I would love to chat about how to get more out of your membership and help your business grow. To make the NEFA ... "Your" Association, Please call or email me, and let's make it happen this year!

Best regards,

A handwritten signature in black ink that reads "Randy Haug". The signature is written in a cursive, flowing style.

Randy Haug  
NEFA President  
Sr. Vice President / Partner  
LeaseTeam, Inc.  
(404) 493 – 3445 x1014  
randy@leaseteam.com