

## Guest Lecture Program Puts You at the Head of the Class

**A**LAN SIKORA STOOD IN FRONT OF A ROOM OF 40 UNDERGRADUATE AND GRADUATE STUDENTS at the University of Rochester's Simon School of Business—all eyes on him. As President of First American Equipment Finance and an alumnus of the business school, Sikora wanted to introduce the students to the equipment finance industry, share his post-M.B.A. experience and open their eyes to career opportunities in the industry that many may not have considered. Sikora based his presentation on ELFA's Guest Lecture Program, a 30-minute PowerPoint slide deck designed to help ELFA members increase awareness of equipment leasing and finance and attract new talent to the industry. While the goal was to educate the students about the industry, Sikora was approached by several students expressing interest in an equipment finance career, and First American recently extended an offer to one of the attendees.

So what is the Guest Lecture Program? It began in 2012 when members of the Financial Institutions Business Council Steering Committee identified the need for a standard set of materials that ELFA members could use to educate others about the industry. The presentation, available on the ELFA website, can be downloaded and modified to meet the presenter's needs. Following are just a few examples of how the Guest Lecture Program has been used since its inception:

### To Introduce the Industry and Attract Talent

A team of equipment finance industry veterans made up of Scott Thacker (President, Ivory Consulting), Kris Snow (President, Cisco Capital), Chris Enbom (CEO & Chairman, Allegiant Partners Incorporated) and Larry Smilie (Managing Director, Banc of America Leasing) presented the program to 40 University of Pennsylvania Wharton Executive M.B.A. Program students in San Francisco. The presentation focused on entrepreneurship and technology in the industry. After the Wharton presentation, Chris Enbom remarked, "ELFA has put together an excellent presentation we all can use as a recruitment tool. The industry will have a high

turnover rate, especially with executives, over the next 10 years, and we need to be bringing bright people into the industry...The presentation...generated a great deal of interest in our industry." So much interest, in fact, that the Wharton Executive M.B.A. Program Dean has invited the team back to present to next year's students.

### To Give a Broader Perspective to Those in the Industry

Fifth Third Equipment Finance's Scott Kiley has used the Guest Lecture presentation at his company's "Lunch and Learn" sessions for members of the Operations team (documentation specialists, title clerks and tax administration personnel). The presentation provided "a broader overview of the industry and more in-depth product knowledge," says Kiley. "Each has a specialty role in the equipment finance company, and this presentation helps put their jobs into context with the overall process of booking a transaction." Kiley also noted that the presentation has become part of the training for Fifth Third's Commercial Associate Program new hires, designed to "expose them to the leasing industry and



L-R: Kris Snow, Chris Enbom, Scott Thacker and Larry Smilie present the ELFA Guest Lecture to University of Pennsylvania Wharton Executive M.B.A. Program students.

provide some level of detail about our products and how we differentiate ourselves from traditional bank credit products.”

Mike DiCecco, Chief Commercial Officer at Huntington Equipment Finance, has used the Guest Lecture presentation to educate developing bankers on the industry and the business. “Many of the bankers will come out of their training programs (formal and informal) looking for areas of the bank to specialize and we want them to know about our industry as an attractive choice,” he says. The presentation has been so well-received that DiCecco plans to make it part of the curriculum for Huntington’s “Credit College” in 2014.

These are just a few ways that the Guest Lecture Program presentation is being used today. We encourage you to download your copy and find ways to reach out across your organization and to local colleges and universities and help spread the word about this amazing industry. To download your copy, go to [www.elfaonline.org/resources/Index.cfm?fa=glp](http://www.elfaonline.org/resources/Index.cfm?fa=glp). For questions or more information, contact Alexa Carnibella at [acarnibella@elfaonline.org](mailto:acarnibella@elfaonline.org). ■



**Alexa Carnibella** is ELFA Manager of Professional Development and Online Learning.



Have a story to share about using the Guest Lecture Program presentation?

Send it to Alexa Carnibella at [acarnibella@elfaonline.org](mailto:acarnibella@elfaonline.org).

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