

newsline

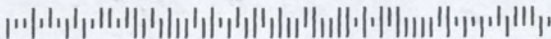
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NEFA FUNDING SYMPOSIUM— Making Positive Connections as Industry Ignites

Special Section:
2015 Marketplace Survey
Rising Demand, Intensifying
Competition

How to Bridge the Talent
Gap in Equipment Finance

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IN THEIR OWN WORDS ... The Benefits of Association

As a special addition to this year's Funding Symposium issue, *Newsline* spoke with executives from five firms – two broker/lessors, two service providers and a funding source -- that joined the National Equipment Finance Association in 2015. Our aim was simple: to find out a bit more about their companies and what compelled them to join the Association. Here's what they have to say...



Mike Boardman
EVP, Sales & Marketing
Crossroads Equipment Lease & Finance, LLC



Ben Gold
President
Quick Bridge Funding, LLC



Adam Herbert
VP, Business Development
Bell & Williams Associates, Inc.



Nick Iezza
Partner
Spiwak & Iezza



Dave and James Kinskey
Principals
OSHE, LLC

CROSSROADS EQUIPMENT LEASE & FINANCE, LLC

Mike Boardman: Headquartered in Rancho Cucamonga, CA, Crossroads Equipment Lease & Finance, LLC has evolved into a national brand offering clients a suite of complimentary value-added services and products. Our focus is on providing loans and leases with flexible and customizable options. Our areas of expertise are rooted in commercial vehicle market segments Class 3 through Class 8 trucks and vocational application equipment.

Our company elected to join NEFA because we look for organizations with which we can exchange information and ideas with industry professionals both regionally and nationwide. NEFA conferences cover topics that encourage best practices, and offer an opportunity to develop our knowledge and network with leaders of the industry.

QUICK BRIDGE FUNDING, LLC

Ben Gold: Quick Bridge Funding is a funding source. We are a privately held financial services firm headquartered in Orange County, CA with a satellite office in New York City. Through a

trusted network of professional sales partners, we provide short-term working capital loans for small- to mid-sized businesses nationwide. Whether a business needs cash to purchase inventory, increase cash flow, support expansion, bridge seasonality, or purchase another business, our working capital program was designed to complement leasing programs to help a business grow.

As president of Quick Bridge Funding since its' founding in 2011, my mission is to bring my more than 12 years' experience in the equipment leasing space to create the ideal lending business model. First and foremost, we want to provide a great experience for our trusted network of professional sales partners. We make it easy to work with us because of our consistent, efficient process of funding. We set up an award-winning data-driven system that specifically focuses on user experience for both our broker partners and the business end-user.

Our entire leadership team comes from the equipment finance and equipment leasing industry and we have been members of

NEFA with our previous companies. We know how important it is to be a part of and network with the community. As equipment leasing professionals continue to add complementary loan products and services, we want to be the company they turn to for their customers' working capital needs. One of our sales partners attended last year's NEFA Conference in San Antonio, and he re-ignited our interest in NEFA membership. We jumped on it and got on board.

Networking and building relationships are the key benefits we're looking to derive from our NEFA membership. We look forward to attending scheduled events. Being a part of a community that fosters goodwill, education, ethics and best practices was also an important factor in our decision to join. I intend to use the organization's website to connect with other professionals, as it provides searchable profiles of all members. Members helping members is what an organization the caliber of NEFA provides.

BELL & WILLIAMS ASSOCIATES, INC.

Adam Herbert: Bell & Williams Associates is a leader in provid-

ing nationwide collateral collections, recovery, and remarketing services to the commercial equipment finance industry. Founded in 2007, we are headquartered in Windham, NH and specialize in the small- to mid-ticket market. Our unique "CURE Program" is a unique, cost free, pre-repossession collection solution, and is an industry best-in-class service.

I joined Bell and Williams Associates as Vice President of Business Development in 2010. I work in unison with my colleagues to offer nationwide coverage. We are proud of the partnerships we have developed with fellow NEFA members as well as other industry service providers to offer collection solutions dedicated to the equipment finance community.

Our firm was introduced to NEFA by our colleague and client, Paul Menzel, President and CEO of Financial Pacific Leasing. We attended our first NEFA event as a guest at the annual EXPO NJ Super Regional in Teaneck, NJ. In addition to the relevant agenda topics, the welcoming spirit among the membership to a prospective member was honest and refreshing.

Bell and Williams joined the NEFA family this year. From the NEFA regional events to the national conferences, I am assured of agenda items relevant to today's industry environment as well as networking opportunities to visit with my existing clients and warm introductions to fellow NEFA Members to share Bell and Williams' business model and develop new partnerships. I am continually impressed with the honest and candid sharing of experiences, knowledge and solutions among our Members that benefit both industry veterans and colleagues new to our industry. Bell and Williams Associates is proud to be a member of NEFA, our newly discovered "gem."

SPIWAK & IEZZA, LLP

Nick Iezza: The law firm of Spiwak & Iezza has provided legal services to the equipment leasing and financing industry throughout California since 1992. We handle all aspects of commercial equipment leasing and financing, including: leasing and financing origination and documentation, third party originator agreements, portfolio purchase agreements, lease syndication, workouts, enforcement, judgment collections, and representation and enforcement of creditor's rights in bankruptcy cases. Our office is centrally located in Southern California, and we efficiently handle matters in all State and Federal courts throughout California.


Our firm recently rejoined NEFA because as partners we realized that we missed the great friendships we made in this organization, and the fantastic conferences and seminars NEFA organizes each year. The resources that NEFA offers to collection litigation attorneys are without equal. We were an active member of NEFA for years and we met tons of professional leasing people, repossessioners, investigators, remarketers, bankers and other funding sources.

These connections were invaluable in helping us grow our business and to improve the services we were able to offer our leasing industry clients.

We made the decision earlier this year that the firm would go back to its roots and re-establish its affiliation with this outstanding organization. We are now looking forward to the yearly conferences and the many periodic events throughout the region where we'll be able to network and meet other leasing professionals. In fact, a couple of weeks ago, Lisa Spiwak, my partner, and I attended a NEFA Angel's Game, where we got to meet approximately 50 people in an informal and fun setting. It was fantastic; we cannot wait for the next one!

OSHE, LLC

Dave and James Kinskey: Oshe Leasing & Finance is named after our great grandfather, Pop Oshe, who was a successful businessman in Ohio. We have offices in Sheridan, Wyoming and Seattle, Washington. Our current focus is serving the needs of Wyoming and the Rocky Mountain region as well as the Greater Seattle Metro area.

We were exploring the equipment finance industry as our next venture, and as luck would have it, we were referred to Pete Stommel at Acente Financial. We were so impressed by Pete's knowledge and openness that we took his advice and joined NEFA the day after we founded Oshe Leasing & Finance. We went to the meeting in Long Beach two months later and we were completely impressed. We are just getting started but we are excited about our relationship with NEFA and look forward to making more friends at the next meeting." 

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