

IVORY CONSULTING'S JOSEPH MOORE TO MODERATE PANEL DISCUSSION ON PROPOSED ACCOUNTING CHANGES AT LEASING CONVENTION

WALNUT CREEK, CALIF., Oct. 13 –The Financial Accounting Standards Board's (FASB) proposed new lease accounting rules are likely to be the focus of much conversation at the Equipment Leasing and Finance Association (ELFA) convention in Boca Raton, Fla. later this month. Discussion is likely to be sparked at an Oct. 26 presentation at 3 p.m. to be moderated by Ivory Consulting's Joseph Moore, Director of Sales and Marketing.

This panel plans to provide an analysis of the pricing, marketing and portfolio-management implications of the accounting changes. Attendees will hear various perspectives from thought leaders Rod Hurd, CFO of Bridgeway Capital Advisors and current chairman of the Equipment Leasing and Finance Association's accounting committee; Amy Nelson, CFO for Global Vendor Finance at De Lage Landen Financial Services; Joe Sebik, Tax Director, Siemens Financial Services, Siemens; and David Holmgren, Senior Financial Analyst at Ivory.

The panel's analysis will include a comparison of the option to lease-versus-buy from both the lessee's and lessor's perspective, using economic data and accounting flows across product spectrums. In addition, the panel will compare the hold-sell and portfolio management implications of the divergence between economics and accounting.

"Obviously, in this era of increased transparency, the new lease accounting standards are of concern among virtually all of the decision makers in our industry," said Moore, who has been active in equipment leasing industry for more than a decade and was recently elected to the ELFA Service Provider Business Council.

Moore said the impact of proposed accounting changes will be felt at many levels, from marketing, through operations, reporting, and portfolio management.

About Ivory Consulting

Ivory Consulting is the leading pricing software and consulting firm serving the equipment leasing and banking industries worldwide. In addition to its participation in the panel presentation, the firm will be introducing for the first time its new Portfolio Analytics tool at the ELFA Annual Convention. Moore said this tool already has integrated the proposed accounting rules changes; companies can immediately evaluate their effect on their business.

Since 1983, Ivory Consulting has exclusively served the world's equipment lessors and has partnered with leading technology providers to deliver both industry-specific pricing and portfolio solutions. More background is at: <http://www.ivorycc.com>.

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