



## Strength in Numbers: Connect and Grow with the CFLA

Dear Members,

For over half a century, the Canadian Finance and Leasing Association has stood at the forefront of Canada's asset-backed financing and leasing industry. As Chair of CFLA's Board of Directors, I want to thank you personally for your support. Your membership enables us to champion policies that greatly benefit our industry, create opportunities for professional growth, and build a stronger, more connected community.

Your continued engagement is key to our Association's success. In return, a CFLA membership offers exclusive benefits to help you stay ahead:

- **Connect with Industry Leaders:** In response to the demand for more networking opportunities, the CFLA has tripled the number of in-person events. This year, we're reaching members across our great nation with regional gatherings in Alberta, Manitoba, Ontario, and Quebec. Together, we hope to continue to build a community that reflects our new brand, "Collective Impact, Canadian Prosperity."
- **Advocacy Behind the Scenes:** The CFLA continues to showcase the value of our industry to decision-makers at both the federal and provincial levels. As an essential and reliable partner, the CFLA holds a seat at the table, which has proven crucial in the area of anti-money laundering. From the outset, we have been directly involved in consultations with Finance Canada as a primary stakeholder. The implementation of new obligations will keep us all busy for months, and the CFLA will be there by your side every step of the way.

In response to a precipitous rise in fraud and theft targeting our industry, the CFLA reacted quickly. Through the concerted effort of our staff, Board, and volunteer Committees, the CFLA formed a Fraud Task Force in a matter of months that published a comprehensive Fraud Prevention Guide and created Suspicious Activity Alerts to quickly inform you of ongoing fraud attempts. But

we are not resting on our laurels and will push forward with new anti-fraud initiatives and stakeholder engagement.

Looking ahead, the CFLA continues to advocate on nearly twenty policy issues to lessen regulatory burdens, focus on a digital-first approach to commerce, fight for better access to funding, and more. After the Ontario and federal elections, we will host our signature Advocacy Days to continue to raise our industry's profile. Together, the CFLA speaks with a unified voice to support initiatives that directly serve our members.

- **Professional Development & Certification:** After years of strategic planning and preparations, we are thrilled to introduce the **Certified Leasing & Finance Professional (CLFP) designation in Canada** in the latter half of 2025. The program and certification will deliver trusted, industry-recognized expertise tailored to our market.

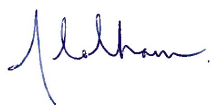
### **Your Support Fuels Our Success**

Membership renewal for the 2025–2026 fiscal year opens on April 1. CFLA's online renewal system makes the process quick and easy.

Membership fees account for two-thirds of CFLA's funding, enabling us to drive impactful initiatives, deliver valuable industry insights, and advocate for sound policies that benefit us all. The CFLA's success is founded upon an effective balance of member involvement and a strong return on investment.

Your participation is what makes the CFLA a powerful force for change. I hope you will join us for another year of collaboration and exchange.

Yours truly,



Howard Cobham  
CFLA Board Chair 2023–2025