

JA Mitsui Leasing, through its subsidiary, JA Mitsui Leasing USA, acquired a 100% interest in Oakmont Capital Services, a specialty finance company that delivers solutions for small-ticket equipment.

“We are excited to supercharge JAML’s strategic North American expansion efforts alongside this highly skilled and experienced team,” Kiyoshi Doi, CEO of JA Mitsui Leasing USA, said. “As a consequence of continued capital markets dislocation, the equipment finance landscape is undergoing profound changes, and the Oakmont Capital team’s deep industry expertise will enable JAML to effectively meet the extensive financing needs of U.S. companies.

“The Oakmont platform is a natural complement to our group companies in the United States, including First Financial Equipment Leasing, Katsumi Global (dba JA Mitsui Capital Americas), and Modern Rail Car. Collectively, JAML can now deliver comprehensive, expert, and timely lending and leasing solutions across the North American market.”

“For over 25 years, OCS has built rapport within the equipment finance industry and with our customers,” Joe Leonard, president, CEO and co-founder of Oakmont Capital Services, said. “We’re honored to join the JA Mitsui Leasing family of companies to take our offerings to the next level and better serve our customers, partners and employees.”

“For over six years, OCS has been on an upward trajectory in volume, technological advancements, headcount and more,” Daryn Lecy, vice president and COO of Oakmont Capital Services, said. “We’re thrilled to combine our strengths and resources with JA Mitsui Leasing to elevate our offerings and continue to approach a growth mindset with a strong strategic vision that will benefit all.”

Established in 1998 as an equipment finance broker, Oakmont Capital Services has matured into a direct lender with offices in West Chester, PA, and Albany, MN, and a staff of more than 60 finance professionals. The company will continue to use the Oakmont Capital Services brand, and there will be no changes to the current management or team. Hello, world

# ORANGE COUNTY BUSINESS JOURNAL

ORANGE COUNTY BUSINESS JOURNAL

DISTINGUISHED LEADERS – HUMAN RESOURCES

MARCH 25, 2024

## 2024 DISTINGUISHED LEADERS – HUMAN RESOURCES



As Vice President of Human Resources, Amy Yeager independently manages the company’s HR operations with a hands-on and strategic approach. Her contributions to the organization’s growth and success have been significant, as she has developed policies, procedures, and systems that have increased efficiency, compliance, and cost-effectiveness. Additionally, Yeager has instilled a culture of excellence and innovation that benefits the company and its employees.

During the past three years, she effectively managed the company’s rapid growth, which included expanding to 13 states across the US and Canada and increasing headcount by 95%. Yeager implemented new programs to streamline procedures, such as enhancing the recruiting methods and new hire orientation to improve onboarding, writing and implementing HR policies, enhancing employee benefits offerings, establishing employee recognition programs, revamping the performance management and review processes, and implementing ongoing learning and development opportunities.

Yeager’s contributions to the company’s growth and success are immeasurable, as evidenced by her hard work and dedication, which have enabled the company to achieve its strategic objectives while maintaining compliance with relevant laws and regulations. Her innovative approach to HR management has created a culture of excellence and innovation that has positively impacted the company and its employees.

>> [CLICK HERE to read Distinguished Leaders: Human Resources 2024](#) <<

Hello, world

According to a new report released at Modex by MHI and Deloitte, 55% of supply chain leaders are increasing their investments in supply chain technology and innovation. The 2024 MHI Annual Industry Report, “The Collaborative Supply Chain: Tech-forward and Human-Centric,” shows that 88% of those surveyed plan to spend over \$1 million, with 42% planning to spend over \$10 million. The report provides insights into the latest trends and technologies revolutionizing supply chains and the priorities of those who manage them.

The report also highlighted the significant level of AI adoption and interest in the industry. 84% of survey respondents are planning to adopt AI technologies within the next five years. Furthermore, 51% of the respondents believe AI technologies will create a competitive advantage or disrupt their industry within the next ten years. As a result, company leaders are looking to integrate AI with their business processes to gain a competitive edge.

Generative AI can help optimize key supply chain processes, such as logistics, shipping, transportation, supplier selection/due diligence, and inventory management. These areas have the most significant potential application for AI in supply chain management. However, the report also notes that supply chain management faces a challenging environment due to inflation and rising capital costs.

Inflation concerns tempered growth as workforce and customer demand remain top challenges. 53% of this year’s respondents identified rising prices due to inflation as a significant or extreme challenge to their supply chain operations. Inflation can increase the cost of raw materials, labor, and other operational expenses, squeezing profit margins. To offset these increased expenses, businesses must improve their efficiency and reduce costs elsewhere in their operations.

To solve these challenges, equipment leasing can effectively help companies modernize their supply chain and be in the best position to reap the benefits. Investing in AI technology can be wise for businesses that wish to secure their financial future in the current high inflation environment. Equipment leasing can help companies acquire the required equipment before prices rise again, providing stability to plan with certainty and allocate resources efficiently without worrying about rising costs.

With leasing programs, businesses can enjoy lower upfront costs and improved cash flow, giving them the flexibility to access equipment and technology with no down payment required. This preserves capital, which can be allocated to other expenses or investments, creating more cash reserves during economic downturns. Leasing programs have the potential to significantly increase a business’s purchasing power, offering access to newer technology that might otherwise have been unaffordable. Additionally, payments are generally lower than traditional debt payments, enabling customization of the equipment configuration to match the business’s unique requirements.

At First Financial Equipment Leasing, we specialize in helping businesses make the transition to new technologies attainable and affordable. Our lease financing programs can equip any business for success by keeping working capital where needed most. Investing in AI can help your business stay ahead of the competition and succeed in today’s challenging environment. So, why wait? Contact us today to learn more about how we can help you achieve your goals.

Hello, world

A recent study released by the Equipment Leasing & Finance Foundation has analyzed fraud in the equipment leasing and finance industry, focusing on prevention, detection, and impact. The study found a rise of 10% or more in various fraud types, including identity theft and first- and third-party borrower fraud, among equipment finance companies in the past two years.

The study identified various fraud types prevalent in the industry, including identity theft, use of legitimate credentials by criminal enterprises, first-party fraud by borrowing company owners, impersonation fraud, and fraudulent invoice creation. The financial toll of these frauds varies across small, medium, and large lenders, and a notable percentage of respondents either do not track or are unaware of the specific financial impacts, indicating a gap in fraud management advancements and prevention.

Preventive strategies are vital to every company as they are exponentially more effective than investigative approaches. They include analyzing credit over-extensions, scrutinizing bank statements, verifying state-issued documents, and employing third-party solutions for identity verification. Fraud is a constantly evolving issue in the equipment leasing and finance industry. Lenders must stay ahead of the game by adapting and being vigilant in their fraud management practices to safeguard the industry effectively. This study highlights the need for continuous improvement in fraud management practices.

If your company plans to lease equipment this year, it is essential to ensure that you protect yourself. To do this, you should follow these guidelines: conduct proper background checks, verify physical addresses and listings in trade registers, perform credit checks, obtain bank references, audit accounts analysis, review payment history, and, for some, conduct share-register reviews. It is recommended that you do these checks periodically, even if the client has made legitimate leases in the past.

Before moving forward with equipment purchases, talk to one of our industry experts, and let us help you find the right solution. Download the full report at <http://tinyurl.com/yn68hz6v>. Hello, world

## Your Dedicated Partner for Medical Equipment and IT Financing



**Offering Customized Lease Programs that Help Boost Revenue  
and Achieve a Speedy Return on Investment.**

### About First Financial

- We are a privately held lender with a strong specialization in acquiring healthcare, IT solutions, and services. Our adaptive process is designed to effectively meet the demands of the ever-evolving healthcare industry.
- For over 20 years, we have provided financing solutions designed to conserve capital and offer affordable access to often expensive yet increasingly critical, advanced technologies and equipment.
- Part of a global network and the JA Mitsui Leasing family of companies. JA Mitsui is a joint venture of Mitsui & Co. (2022 revenue \$96B) and Norinchukin Bank (2022 assets totaling \$1.05 Trillion).
- Well-equipped to finance projects from \$100K to over \$50MM.

### Benefits of Financing with First Financial

- Leasing conserves capital and provides 100% financing with no down payment required.
- Easy access to cutting-edge medical technology with minimal upfront costs.
- Bundle equipment and services, maintenance, extended warranty, and insurance in one payment.
- Eliminates the expensive inconvenience of managing outdated equipment.

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The Independent Voice of Equipment Finance



## PROFILE

### LORI LEAVEY

*Vice President of Marketing & Communications*

**First Financial Equipment Leasing**

ELFA, MHEDA, CLA (Canadian Lenders Association)

“BE BOLD! DON’T WAIT FOR SOMEONE ELSE TO CREATE OPPORTUNITIES FOR YOU. IF YOUR CURRENT POSITION DOESN’T SUPPORT YOUR AMBITIONS, BE PROACTIVE AND SEEK OUT OTHER OPTIONS THAT WILL HELP YOU ACHIEVE YOUR AMBITIONS. GREAT LEADERS EXPLORE UNCHARTED TERRITORIES AND TAKE RISKS.”



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[>> Link to 2023 Monitor 100 – Monitordaily issue <<](#)



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The Independent Voice of Equipment Finance



**2023 MONITOR 100 RANKING**

**EF EXECUTIVES PREPARE FOR TOMORROW**

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\*\*\* Click to download the SDC Supply & Demand Chain Executive article. \*\*\*

## Leveraging Creative Financing to Unleash the Power of Material Handling Automation

Creative leasing solutions can help blaze the trail for companies to modernize material handling and be in the best position to reap the benefits.



Steve Dodge, First Financial Regional Vice President

Click to download the SDC Supply & Demand Chain Executive article.

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\*\*\* Click to download the Industry Outlook: AC&T Magazine article. \*\*\*

### INDUSTRY FORUM FINANCE

ACT's annual Finance Forum participants discuss the economy, interest rates, supply chain issues, geopolitical conflict and a possible recession. Hannah Sundermeyer reports.



# Industry outlook



DANIEL PORTER Regional Account Executive, Equipment Leasing Group of America



MICHAEL LUDWIG U.S. Sales Manager, Global Business Unit Construction, Transportation and Industrial, DLL



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BRIAN HUTCHISON Senior Vice President, Construction & Industrial, First Financial Equipment Leasing



JEFF WHITCOMB Vice President, Construction Equipment Finance, First Financial Equipment Leasing



Click to download the Industry Outlook: AC&T Magazine November-December 2023 article.

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## Maximize Tax Savings While Buying New or Used Equipment Through Section 179 Tax Incentives

Maximizing your tax savings is always a smart financial decision, and the Section 179 tax incentives for fixed assets make it easier than ever to do so while purchasing new or used capital equipment. By taking advantage of this rule, you can expense 100% of the cost of capital equipment (up to \$1,160,000) in the first year, allowing you to reap the benefits of significant tax deductions.

Unlike traditional depreciation methods, Section 179 lets you take the entire depreciation deduction in a single year, which can help you reduce your tax burden significantly. This means that you can deduct the full cost of your new or used qualifying equipment in the year it is purchased instead of deducting its value over the course of several years. The practice of first-year expensing is a great way to save money and reduce your tax bill.

It's worth noting that Section 179 applies to both new and used qualifying equipment as long as it is new to you. It doesn't matter if you borrow, lease, or pay cash for the equipment as long as it is placed into service before the end of 2023. This rule applies to different types of equipment, including construction and heavy equipment, tractor-

trailers, computers, office equipment, and software.

The maximum amount that can be deducted in 2023 is \$1,160,000, which is an increase of \$80,000 from 2022. The maximum amount of equipment purchased (and take the full deduction) is \$2.8 million. With these tax incentives for fixed assets, you can rest assured that you're making a smart financial decision while reducing your tax liability.

## SECTION 179 TAX INCENTIVES

### New & Used Equipment

## Deductions up to \$1,160,000 on New & Used Equipment

Equipment Cost	\$750,000
Section 179 Deduction	\$750,000
Bonus Depreciation (80%)	\$0
Normal First Year Depreciation	\$0
First Year Deduction	\$750,000
Tax Savings (24% Tax Bracket)	\$180,000
Equipment Cost After Tax Savings	\$570,000

\*This example presents a potential tax scenario based on assumptions that may not apply to your business. Please consult your tax advisor to determine the tax ramifications of acquiring equipment or software for your business.

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