



Doering Leasing Co.

Future 50 2008 - 1st year winner

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LOCATION: 5317 N. 118th Ct., Milwaukee, WI 53225

WEB SITE: www.doeringleasing.com

YEAR FOUNDED: 1989

PRODUCT OR SERVICE OFFERED: Fleet/executive vehicle leasing, equipment leasing and fleet management services.

PROJECTED 2008 REVENUE: N.A.

LEADERSHIP TEAM: Joseph W. ("Chip") Doering III, president; Adam M. Berger, vice president of sales and shareholder; and Alan J. Stroebel, vice president.

TARGET CLIENTELE: Established companies with fleets of 2-250 vehicles and good credit history.

BUSINESS ORGANIZATION MEMBERSHIPS: National Association of Fleet Administrators (NAFA); Associated General Contractors; Waukesha County Chamber of Commerce; MMAC / COSBE / Roundtable Groups; and Racine Chamber of Commerce.

WHAT HAS FUELED YOUR COMPANY'S GROWTH? Hard work, referrals, superior level of service, and quality of staff.

WHAT IS THE BIGGEST OBSTACLE TO YOUR COMPANY'S GROWTH? Difficulty finding talented and driven sales people with polite persistence and personality.



DO YOU PLAN ANY CHANGES IN YOUR COMPANY IN THE UPCOMING MONTHS? Yes! We intend to add several new experienced fleet reps to grow our firm's footprint and deepen our market penetration. We have also been executing many successful sale and leaseback transactions and plan to further pursue those as well.

WHO ARE THE BUSINESS PEOPLE, LOCALLY OR NATIONALLY, WHOM YOU ADMIRE? AND WHAT TRAITS DO THOSE PEOPLE EXHIBIT THAT MAKE YOU ADMIRE THEM? Survivors in general — people like the Future 50, Fortune 500, and Inc. 5000 firms, who continue to grow and maintain an innovative, positive attitude despite the national media portrayal of a dismal economic time for all.

WHAT IS THE OUTLOOK FOR THE BUSINESS CONDITIONS OF YOUR INDUSTRY OVER THE NEXT SEVERAL MONTHS? Prospects are stellar! Companies need us whether they know it or not, but the current economic times are particularly good for our business because of tighter capital and rising interest rates. Firms need smart advisors to help them manage capital and maximize ROE.

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