

# Iowa Mortgage Association 2010 IMA Spring Conference

April 8, 2010 • Coralville Marriott Hotel • Coralville



The Iowa Mortgage Association is dedicated to helping mortgage professionals. IMA has discovered that the key to success is working together. By providing opportunities for education, networking and industry awareness we raise the level of everyone in the industry. With the current public perception of the mortgage industry and stresses in our industry it is vital that we stand as one, working together for the future of the industry. We must work to increase public confidence as we make sure we have the tools we need to effectively serve our customers.

By charting the right course we will have a successful future. IMA is proud to present the 2010 Spring Conference. IMA has designed a full-day of educational opportunities. With sessions on reaching your maximum potential as a loan originator, industry updates and an inspirational message, the Spring Conference will provide you with what you need to chart a successful course as a mortgage professional!

Take this opportunity to network with your peers from around the state, sharing ideas and solutions. As always, the Spring Conference will also feature an exhibit hall with the latest products and services for the mortgage industry. Your peers, industry vendors, educational speakers and informative sessions will help you be successful in the mortgage industry. We look forward to seeing you at the conference and know you will discover ideas that will foster professionalism and success in your business!

Use the attached registration form and take this opportunity to add to your success in the mortgage industry.

## LOCATION

### **Coralville Marriott Hotel**

300 E. 9th Street, Coralville, IA

For hotel accommodations, contact the Marriott directly at 319-688-4000.

Rates: \$99

A block of rooms has been reserved until March 17. Ask for the IMA Spring Conference to receive conference rates. After March 17, rooms are available based on availability.

## DIRECTIONS

From Interstate 80, take exit 242 toward Coralville. Turn right onto 1st Avenue. Left onto East 9th Street.

## DRESS

For the comfort and convenience of conference attendees, business casual attire is encouraged.

## QUESTIONS

Please call the IMA at 800-800-2353 with any questions about the 2010 IMA Spring Conference.

## REGISTRATION

Full conference registration includes continental breakfast, luncheon, opening reception and all handout materials.

	Advance	After 3/26
Members	\$140	\$160
Nonmembers	\$210	\$230

Cancellation Policy: Refunds, less \$20, will be made for cancellation by March 26. Substitutions allowed any time.

## EXHIBIT HALL

An exhibit hall will be open the entire day with organizations displaying the latest innovations and information for your perusal. Browsing is encouraged, as the hall is a great place to find answers to your needs.

## WEDNESDAY NIGHT RECEPTION

Join IMA on Wednesday night for an opening reception to kick off the IMA Spring Conference!

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### **Mail form and payment to:**

Attn: Registrar  
Iowa Mortgage Association  
8800 NW 62nd Ave.  
Johnston, IA 50131-6200  
Fax to: 515-280-4140 or  
online at [www.iowama.org](http://www.iowama.org)

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Name \_\_\_\_\_

E-Mail \_\_\_\_\_

Name \_\_\_\_\_

E-Mail \_\_\_\_\_



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## WEDNESDAY, APRIL 7, 2010

**6:00 p.m. Welcome Reception**  
*Coralville Marriott*

## THURSDAY, APRIL 8, 2010

**8:30 a.m. Registration & Continental Breakfast**

**9:00 a.m. Welcome, Opening Remarks & PAC Challenge**  
*Kathy Klahn, Clinton National Bank, Clinton, IA*

**9:15 a.m. Breaking Through**  
*Bliss Sawyer, Mortgage Marketing Strategies*  
Break through the barriers that have kept your team from reaching their potential. Bliss will give the nitty-gritty of relationship marketing and the skills it takes to become the lender of choice for borrowers and Realtors. She will also provide time management skills to help focus on implementing new marketing strategies. As an added bonus, you will be given RESPA-approved marketing ideas to set you apart from the competition. Walk away with the tools to implement new ideas and strategies with real-world marketing techniques that will increase pipelines and income.

**10:15 a.m. Break with Exhibitors**

**10:45 a.m. Breaking Through cont.**  
*Bliss Sawyer, Mortgage Marketing Strategies*

**11:30 a.m. Lunch**  
*Sharon Presnall, Iowa Bankers Association, Johnston;*  
*Kathy Klahn, Clinton National Bank, Clinton*

- IMA Legislative Update
- Recognize New ICMPs
- IMA President's Club and Winners Circle Awards

**12:45 p.m. Break**

## THURSDAY, APRIL 8, 2010 CONT.

**1:00 p.m. Breakout Sessions**  
**1. Division of Banking/Attorney General Update**  
*Craig Christensen, Iowa Division of Banking, Des Moines*  
Learn what you need to know from the Division of Banking and the Iowa Attorney General's office with this informative update.

**2. VA/FHA Update**  
*Anita Olson, Department of Housing and Urban Development, Minneapolis, MN and TBD, Veterans Affairs, St. Paul, MN*  
As VA and FHA loans are now a larger part of the lender's toolbox, join us for this informative update from both agencies to hear what you need to know for 2010.

**3. RESPA Update**  
*Ronette Schlatter, Iowa Bankers Association, Johnston*  
Now that the new RESPA regulations are in place, this is your opportunity to hear what the biggest stumbling blocks are and get any of your specific questions answered.

**2:00 p.m. Break with Exhibitors**

**2:30 p.m. Breakout Sessions Repeat**

**3:30 p.m. Break with Exhibitors**

**3:45 p.m. Are You A Puddle or An Ocean**  
*Richard Rowe, West Des Moines*  
From Richard's book "Is your life a puddle or an Ocean?" this session discusses how we affect those around us. Looking at the truth of what we do or don't do, presenting the ripple we create on a daily basis – rather it be at work, community or family. Explore the difference between our lives as a puddle (minimal) or ocean (limitless), understand the ripple effect by using Newton's third law, apply the ripple to real world examples (personal and observation), look at real oceans in our world and their effects, and get insight into how we become an ocean through tenants and choice.

**4:45 p.m. Adjourn and Grand Prize Drawing**