

Iowa Mortgage Association 57th Annual Convention

business relationships
leadership
 customer communication deliver
 connection effective
 network world
IMA
 mission

In today's ever-changing market, the mortgage industry depends on leadership and vision. To be successful you need to use your leadership skills to seek out the new opportunities in the mortgage industry - with clients, co-workers and your peers across the industry. For over 50 years, the Iowa Mortgage Association has helped members by providing leadership and vision, promoting the industry and continually striving to meet the needs of our diverse membership. Building a strong organization improves the industry, increases the knowledge of members and helps you keep up with a changing industry.

The Iowa Mortgage Association is proud to present the 57th Annual Convention. Designed to help you become more knowledgeable about the mortgage industry and increase your awareness about pressing issues, the convention is a must for any mortgage professional. This year's event has sessions on business strategies in a down market, regulatory updates, building networking connections, tools for first time home buyers and more.

Take the opportunity to network with your peers, explore the products and services available in the exhibit hall and gain perspective from the educational speakers. To discover new opportunities in the mortgage industry, advance your career and profession, use the enclosed registration form and register today!

location

Downtown Des Moines Marriott 700 Grand Avenue, Des Moines
 Ph. (515) 245-5500
 Room Rate: \$119

A block of rooms has been reserved at the Downtown Des Moines Marriott. Please call the hotel directly to make your reservations. Call by August 11 to ensure the IMA Room Rate. After August 10, rooms are available on a space available basis only.

registration

Early Reg. Members \$205/person
 After August 20 Member \$225/person
 Nonmembers \$275/person

Registration includes Wednesday's reception, all general and concurrent sessions, Thursday's lunch and the President's Social. Please use the enclosed registration form to register.

Cancellation Policy: Cancellations received by August 20 will be charged a \$20 fee. No refunds after August 20.

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	Advance	After 8/20
Members	\$205	\$225
Nonmembers	\$275	\$295

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

Mail form with payment:

Attn: Registrar
 Iowa Mortgage Association
 8800 NW 62nd Ave., Johnston, IA 50131
 or fax to 515-280-4140 or register online at www.iowama.org

golf outing

Legacy Golf Course, Norwalk

Wednesday, Sept. 1 - Shotgun Start at 10:45 a.m.

A golf outing will be held on Wednesday, Sept. 1 at Legacy Golf Course in Norwalk. The event is a 4-Person Best Shot format so get your squad together for a day of fun. The golf package includes green fees, 1/2 cart rental, box lunch and prizes. Instructions begin at 10:45 a.m. followed by a shotgun start. After the golf, join us for an awards reception at the course with complimentary food and beverages. Please use the enclosed registration form to register.

Golf Fees:

Members	\$95/person
Nonmembers	\$115/person

questions

Call IMA's Darcy Burnett at 800-800-2353 with questions.

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Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____

Name _____ E-Mail _____

Name _____ E-Mail _____

Golf registration forms are available online at www.iowama.org.

Iowa Mortgage Association 57th Annual Convention

Wednesday, September 1

10:45 a.m. **Golf Outing**
Legacy Golf Course, Norwalk

5:30 p.m. **Opening Reception & Golf Awards**
Legacy Golf Course, Norwalk

Thursday, September 2

8:30 a.m. **Registration**
Exhibit Hall Opens & Continental Breakfast

9:00 a.m. **Welcome & Introductions**
Kathy Klahn, Clinton National Bank, Clinton

9:15 a.m. **Cracking the Code: Leverage and Influence in an Age of High Speed Mobile Communications**
Randy Harrington, Ph.D., Extreme Arts & Sciences, Eugene, OR
Believe it or not we are just at the beginning of the mobile communications revolution. You already see your PDA/mobile phone as an indispensable part of your life—but the capabilities that will emerge with location aware technologies are going to change the way people do just about everything. All of these new technologies are transforming the way consumer appetites are shaped and fulfilled—and unlike new technology roll-outs of the past—these new tools and toys will be adopted incredibly fast. The most important difference between all these new technologies—and the technologies of the past (think light bulbs and steam engines)—is that they enhance social proximity and perceptions of relationship value. You already know that relationship management is the key to your business success. Looking ahead, your ability to navigate and manage an exponentially larger network of contacts is essential; but you can't be successful with a "mass mailing" mentality. Learn to crack the code for building influence and referrals using the new rules of relationship management. Harrington will literally take you around the world to show you what you can expect in the next five years—and how you can adapt your business development strategies to be more effective and efficient right now, with technology you already own.

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

10:45 a.m. **Cracking the Code cont.**
Randy Harrington, Ph.D., Extreme Arts & Sciences, Eugene, OR

11:45 a.m. **MBA Executive Address**
TBD

12:15 p.m. **Lunch**

- Installation of Officers
- Legislative Update
Sharon Presnall, Iowa Bankers Association, Johnston
- Door Prize Drawing

1:45 p.m. **Breakout Sessions**
1. Credit Scoring
Andrew Yamilkoski, CreditAbility, Inc., Hiawatha
Learn more about what is in a credit report and how clients can manage their personal credit. This session will focus on payment history, amounts owed, length of credit history, new credit, types of credit use and inquiries. Learn more about how individuals can improve their credit report, the role of the credit bureau and resources for you as a mortgage lender.

Thursday, September 2 cont.

2. Marketing Your Business with Social Networking
Claire Selsi, Public Relations Project, Des Moines
In this session, you'll learn how to make the most of Twitter, Facebook and LinkedIn. Be ready to dive into a session filled with practical, actionable tips information. Learn the best ways to increase your followers, fans, and connections, how to deepen your connection with your audience via social media, how to make the business case for social media and what's next in the world of social media.

3. Realtor Update
Carey Jensen, President, Iowa Association of Realtors
The president of the Iowa Association of Realtors will share current real estate trends for the state of Iowa including Iowa's major metro areas.

3:00 p.m. **Break with Exhibitors**

3:30 p.m. **Breakout Sessions Repeat**

4:45 p.m. **IMA President's Social – It's Vegas Baby!**
Joey Libido and his lovely ex-wife, Sugar, were Las Vegas headliners in the 1970s. Of course, the place they headlined wasn't The Sands, it was The Sandbox. Still, Joey, a self-proclaimed ladies' man, knows how to croon. He and Sugar will charm your group with their Vegas-style patter and top hits from the past decades. One of the most entertaining lounge acts outside Las Vegas.

6:30 p.m. **Raffle Prizes and Grand Prize**

Friday, September 3

8:30 a.m. **Breakfast Buffet**

9:00 a.m. **Economic Update**
Dr. Ernie Goss, Creighton University, Omaha, NE
Listen to noted economist Ernie Goss give the current state of the economy and how it pertains to you as a mortgage professional. Ernest Goss is currently the Jack MacAllister Chair in Regional Economics at Creighton University. He received his Ph.D. in Economics from The University of Tennessee in 1983 and is a former faculty research fellow at NASA's Marshall Space Flight Center. He was a visiting scholar with the Congressional Budget Office for 2003-04 and is a research fellow at the Theodore Roosevelt Institute. He has published over eighty research studies focusing primarily on economic forecasting and on the statistical analysis of business and economic data.

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

10:30 a.m. **The Stetson Experience**
Jon Stetson
Jon Stetson is the one entertainer/speaker in America who truly understands the meaning and importance of capturing the mindshare and heart share of your audience. The Stetson Experience is Intelligent, Interactive, and Fun!

11:30 a.m. **Prize Drawing & Adjourn**
Grand Prize Drawing of \$500