



Iowa Mortgage Association

2020 IMA FALL LIVE a virtual event • october 12-16, 2020

One opening kick-off followed by four great, informational and energizing speakers to help you be better, work better, and serve your clients better!

IMA wants you to have the best possible meeting experience with opportunities to learn, network and grow. With current meeting restrictions, a live meeting doesn't offer that right now. With that in mind, IMA invites you to attend the 2020 IMA Fall Virtual Event. Taking place over a week with short sessions each day, IMA presents five sessions that include great speakers, motivation, education, and even a chance to network.

Don't miss this opportunity for everyone at your office to learn, grow and be better mortgage professionals. One registration fee includes your entire organization.

Complete schedule on back.....

Monday, Oct. 12 3:00 – 4:30 p.m. **IMA Opening Event & Happy Hour**
Join us for the opening of our virtual event. Awards, association updates and even some fun!

Tuesday, Oct. 13 9:00 – 10:00 am **Growth Over Goals**
Join Jordan Montgomery to discuss goals! How often do you obsess over your goals? Popular culture encourages us to set big goals and to strive to reach them.

Wednesday, Oct. 14 9:00 – 10:00 am **Compliance Update**
IBA's mortgage compliance expert, Ronette Schlatter, shares what you need to be thinking about in now and for 2021.

Thursday, Oct. 15 9:00 – 10:00 am. **Messaging that Moves: Effective Strategies for Persuasive Writing**
Gret Perel discusses how you can persuade and motivate with your message. What are some ways that you can make your writing more effective for social media and more.

Friday, Oct. 16 9:00 – 10:00 am **Failing Forward to Success**
Competing on NBC's Emmy-nominated American Ninja Warrior, Alex Weber knows what it means to face fears, embrace challenges, and overcome failures with passion, commitment, focus, and perseverance.

Sponsored by: Arch Mortgage Insurance • Caliber Home Loans • Community Title LLC •
Credit Bureau Mortgage Services • Essent Guaranty • Genworth Mortgage Insurance •
Guild Mortgage Company • LenderClose, Inc. • MGIC



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Registration Information

IMA Live registration includes access to all five sessions and access to recordings for anyone at your company. We will send the main contact a registration link to forward to staff to sign-up for sessions.

All Registrations \$295 (per company)
Cancellation Policy: Refunds, less \$20, will be made for cancellation by Oct. 5.

Mail form and payment to:

Attn: Registrar
Iowa Mortgage Association
8800 NW 62nd Ave.
Johnston, IA 50131-6200
online at www.iowama.org



Company _____

Address _____

City _____ State _____ Zip _____

Phone _____

Name _____

E-Mail _____



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Monday, Oct. 12

3:00 – 4:30 p.m. **IMA Opening Event & Happy Hour**

Join us for the opening of our virtual event. We'll kick off the IMA fall virtual event with the awarding of the Presidents Club Awards/Winners Circle Awards from IMA Scott Brekke. We'll hear a bit from speaker Alex Weber, who you will hear later this week and also a few tips to get your weekend started.



Tuesday, Oct. 13

9:00 – 10:00 am **Growth Over Goals**

Jordan Montgomery, Tiffin, Iowa

How often do you obsess over your goals? Popular culture encourages us to set big goals and to strive to reach them. We set benchmarks and thresholds and go to work focused entirely on reaching these markers of success - less interested on how we get there and instead only concentrating on reaching the finish line. However, this linear attention on goals often hinders true growth in the areas that matter most. Discover four main areas of growth you can work on to not only reach your goals but also to improve your life.

Wednesday, Oct. 14

9:00 – 10:00 am **Compliance Update**

Ronette Schlatter, Iowa Bankers Association, Johnston

With an economy in turmoil because of the pandemic, there is always something on the horizon with mortgage compliance. IBA's mortgage compliance expert, Ronette Schlatter, shares what you need to be thinking about in now and for 2021.

Thursday, Oct. 15

9:00 – 10:00 am. **Messaging that Moves: Effective Strategies for Persuasive Writing**

Greta Perel, Ph.D., Greta Perel, LLC

Getting your message across is now more important than ever. How can I persuade and motivate others through my messages? What are some ways that I can quickly make my writing more effective? Persuasive messaging means using short paragraphs, short sentences and short words. Learn why some struggle with persuasive writing and methods to write messages that effectively convey your views.

Friday, Oct. 16

9:00 – 10:00 am **Failing Forward to Success**

Alex Weber

Competing on NBC's Emmy-nominated American Ninja Warrior, the World Championships of Lacrosse, and setting a first-ever World Record, Alex knows what it means to face fears, embrace challenges, and overcome failures with passion, commitment, focus, and perseverance. More so, Alex knows how you can use failures to propel forward and hit your goals. In this powerful, passionate, and hilarious keynote, Alex shares his blueprint method, tangible tools, and actionable strategies for facing your fears, overcoming your challenges, and embracing failing forward to achieve your success.

