



2022 IMA Fall Conference

Oct. 18-19, 2022 • West Des Moines Marriott

Tuesday, Oct. 18

8:30 a.m. Registration

Exhibit Hall Opens & Continental Breakfast

9:00 a.m. Opening & Championship Extreme Performance

Nate Bailey

Why leading yourself first physically is the key to a successful life in all areas. This session will show you why CEP is the new midlife crisis as you learn the three principles of CEP. You will also learn more about the opportunities and possibilities of leading yourself through championship extreme performance. As a Platoon Leader in the Operation Iraqi Freedom, Nate was charged with the safety and leadership of 40 soldiers as they served our country in Kuwait. As the Lead Trainer and Lead Coach of the Prosperity Revolution, ManWealth, and Shield Maiden programs, Nate works with hundreds of men and women who are doing just that – focusing on creating a better life for themselves and their families.

10:15 a.m. Break with Exhibitors

10:45 a.m. Mortgage Compliance Update

Ronette Schlatter, Iowa Bankers Association, Johnston
Join us for a session to review the hottest issues in mortgage compliance. As the Senior Compliance Coordinator at Iowa Bankers Association, Ronette, and the IBA Compliance Department field over 10,000 questions each year and know what are the questions and issues that mortgage lenders most often encounter.

Noon Lunch

1:00 p.m. Break with Exhibitors

1:15 p.m. Installation of Officers, President's Address and Mortgage Professional of the Year

1:30 p.m. How Sharp Are Your Sales Skills

Blaine Rada, Arch MI – Sponsored by Arch MI

Discover some trends about today's mortgage market and how you can sharpen your sales skills to meet customers and clients where they are. What does it take to get from letting business happen to making business happen—and what are the traits of those who have figured this out? How can you stand out in an industry where everyone looks the same? In other words, why do people do business with you?

2:45 p.m. Break with Exhibitors

3:15 p.m. Helping Clients Become Homeowners

Rhonda Kimble, Iowa Finance Authority, Des Moines; Andrew Yamilkowski, Heartland Credit Restoration, Hiawatha; Terry Gearhart, Neighborhood Finance, Des Moines; FHLB

As a mortgage loan officer, your goal is to help your clients make homeownership possible. There are numerous programs that help buyers make a home purchase a reality. Knowledge of these programs is key to help homebuyers and add to your value as a lender. This session will share information on down payment assistance programs, credit repair, and examples of how buyers made home purchases.

4:30 p.m. IMA President's Social

Wednesday, Oct. 19

8:30 a.m. Full Breakfast and Networking Session

9:00 a.m. Slaying the Sales Dragon: How to Crush the Top Line with Unprecedented Decision-Making

Michael Veltri

Successful sales professionals, and their managers, are never satisfied. Yesterday's major achievements are today's performance standards, and surpassing quota is the expectation, not the exception. As old methods become commoditized and ineffective, new creative sales techniques are needed more than ever. Drawing inspiration from his knock-down-drag-out fight with cancer, nationwide bestselling author and multiple Diamond Club award winning sales professional, Michael Veltri has created a new and powerful model of decision-making success that leads to unprecedented sales results.

10:15 a.m. Break

10:30 a.m. Overcoming Generational Differences

Steve Bench, Generational Consulting, LLC, Madison, WI

Join Steve Bench as he tackles stereotypes and builds understanding between generations through a fun and humorous approach! You've heard the differences of generations in the workplace before, however, this presentation delivers a refreshing perspective and deeper understanding of these differences, and will foster an engaging discussion to help strengthen relationships and ultimately improve the culture of your workplace.

11:30 a.m. Prize Drawing & Adjourn

Prize Drawing of \$500

Complete details and online registration at www.iowama.org