

# IOWA MORTGAGE ASSOCIATION 2023 SPRING CONFERENCE



## April 3-4, 2023 Coralville Hyatt Hotel

The mortgage industry is changing. Rates are higher, there is more competition, and new technologies are changing processes. It is now more important than ever to build your expertise and skill as a mortgage lender. To help you, the Iowa Mortgage Association is proud to present the 2023 Spring Conference. IMA has designed a full-day of educational opportunities to show you actionable ways to build your brand, grow your business, and gain expertise. With sessions on today's mortgage industry, new technologies, thriving through change, and a message about creating raving fans, the Spring Conference will provide you with what you need as a mortgage professional to help you be an outstanding mortgage professional! Register today with the below form or online at [www.iowama.org](http://www.iowama.org).

### Registration

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

Members        \$210  
Nonmembers    \$420

*Cancellation Policy: Refunds, less \$20, will be made for cancellation by March 28. Substitutions allowed any time.*

### Monday Night Reception

Join IMA on Monday night at 6:00 p.m. for an opening reception to kick off the conference!

### Questions

Please call the IMA at 800-987-7365 with any questions about the IMA Spring Conference.

### Location

**Coralville Hyatt Hotel**, 300 E. 9th Street, Coralville, IA

A block of rooms has been reserved until March 1. Ask for the IMA Spring Conference to receive conference rates. After March 11, rooms are available based on availability. Rate: \$110

### Dress

For your convenience, business casual attire is encouraged.



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### Mail form and payment to:

Attn: Registrar  
Iowa Mortgage Association  
8901 Northpark Dr.  
Johnston, IA 50131-6200  
online at [www.iowama.org](http://www.iowama.org)

Company \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_

Name \_\_\_\_\_

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

Name \_\_\_\_\_

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



# 2023 IMA Spring Conference

April 3-4, 2023 • Coralville Hyatt Hotel

## Monday, April 3

**6:00 p.m. Welcome Reception**  
Coralville Hyatt  
Join your fellow mortgage bankers for a great time networking before the conference officially kicks off on Tuesday.

**12:00 p.m. Networking Lunch**

**1:00 p.m. IMA President's Club and Winners Circle Awards**  
*Jen Coyle, Flat Branch Mortgage, Council Bluffs*  
Join us as we honor the state's top mortgage producers with IMA's annual awards.

## Tuesday, April 4

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

**9:00 a.m. Welcome & Opening**

*Jen Coyle, Flat Branch Mortgage, Council Bluffs*

**9:15 a.m. A Cynic's Guide to Motivation and Mortgage Success**  
*Steve Richman*

Nationally recognized presenter/consultant/speaker/trainer/motivator with expertise in sales, marketing, account management and development, social media, negotiations and communications with recent concentration in the mortgage and real estate industries.

**1:15 p.m. Thriving in Times of Relentless Change**

*Dr. Celina Peerman*

Can you imagine a future where all shoes were free in the future? That you would pay employees in multiple types of currency? What do you predict we will need to be ready for in the next ten years? Dr. Celina will share research and real stories to bring vision and enthusiasm so we can plan for a future in uncertain conditions. Gain new insight into what it takes to move forward with confidence even in when the unknowns lurk ahead.

**10:30 a.m. Break with Exhibitors**

**11:00 a.m. Close Encounters of the Fintech Kind**

*Chris Garrelts, StrategyCorps*

With the mortgage industry in a state of change, now is the time to see how fintech apps are taking over the minds of today's consumers and changing the definition of financial advice and transactions. Learn more about some of the trending financial apps, what mobile features matter to each generation, and how the subscription economy changes how we all think about financial products and services.

**2:15 p.m. Break with Exhibitors**

**2:45 p.m. Building a Mortgage Superstar**

*Dustin James, Moments Leadership*

We have all dreamed of becoming some type of SUPERSTAR in our lifetime. Learn how to utilize your skillset and become a mortgage Mega SUPERSTAR. Just imagine creating an unbelievable experience, and everyone around you becomes RAVING FANS. This experience will far outweigh the price of any concert or sporting event. Learn what makes up a Superstar, their habits, and mindset whether you are looking to build a sales Superstar.

**4:00 p.m. Adjourn and Grand Prize Drawing**



Complete details and online registration at [www.iowama.org](http://www.iowama.org)