



# MAKING CONNECTIONS

2023 IMA Fall Conference

Oct. 16-18, 2023 • West Des Moines Marriott

The IMA is excited to make connections with members and exhibitors at the IMA Fall Conference. Join us to focus on building your network and gaining industry knowledge. The IMA Fall Conference is designed to help you be a successful mortgage professional with sessions on what you need to stay up-to-date and ready to take on new challenges. Take the opportunity to network with your peers, explore the products and services available in the exhibit hall, and gain perspective from educational speakers. Get ready to make connections, lead the mortgage industry, and advance your career and profession. Register today!

## REGISTRATION

Member \$250/person  
Nonmember \$500/person  
Registration includes the Monday evening reception, breakfasts, breaks, lunch, President's Social, and program materials.

## HOW TO REGISTER

Register online at [www.iowama.org](http://www.iowama.org).

## LOCATION

### Opening Reception

Monday, October 16, 2023  
SmashPark  
6625 Coachlight Drive  
West Des Moines, Iowa

### Conference Program

Tuesday, October 17-18, 2023  
Marriott Hotel  
1250 Jordan Creek Pwky  
West Des Moines, Iowa

## HOTEL INFORMATION

West Des Moines Marriott Hotel  
1250 Jordan Creek Pwky  
West Des Moines, Iowa  
A room block has been reserved at the Marriott Hotel. Reserve your room with the hotel directly using this link.  
Room Rate: \$134.00  
Room block cut-off date is 9/24/23

## QUESTIONS

Call IMA's Maggie Klocke at 800-987-7365 with questions.

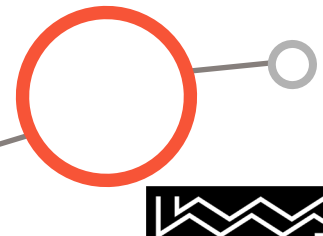
## WHY YOU SHOULD ATTEND

- Collaborate & network with peers
- Expand your networking with tips on how to build meaningful relationships
- Learn industry trends
- Gain knowledge with an economic outlook
- Hear from Realtors on how to expand your business

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### Monday, Oct. 16

**5:00pm Opening Reception**

*SmashPark, West Des Moines*

Join your mortgage peers at this reception just minutes from the hotel. We'll get together at SmashPark for appetizers, beverages, games, and networking. The reception is included in the conference registration.

### Tuesday, Oct. 17

**8:30 am Registration**

Exhibit Hall Opens & Continental Breakfast

**9:00 am Focus on the 5th Question**

*Gina Glover*

What reasons do you use for not attending an upcoming networking event? "I'm too shy", or "It feels awkward", or "I'm afraid I'll say something stupid." If these sound familiar, you're not alone. These are just three of the reasons business professionals from all industries use to avoid attending networking events in their company, industry or professional associations. And yet, 85% of business leaders agree that networking is essential to your personal and professional success. What if we could overcome these and other networking obstacles so we could focus on having conversations that lead to meaningful connections? Set yourself up for networking success, learn helpful hacks to cultivate conversations and move past the boring small talk. After attending this session, you won't just survive your next networking event – you'll thrive.

**10:15 am Break with Exhibitors**

**10:45 am Iowa Finance Authority Update & House Sourcing**

*IFA Representative*

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 home buyers and add to your value as a lender. This session will share an IFA update and house sourcing for Iowans.

**Noon Lunch**

**1:00 pm Break with Exhibitors**

**1:15 pm Installation of Officers, President's Address**

**1:30 pm Realtor Panel**

Learn from a panel of realtors how to initiate and grow your relationship as a mortgage lender.

**2:45 pm Break with Exhibitors**

**3:15 pm Breakout Sessions**

**Headwinds & Tailwinds: How Your Mortgage Insurance Partners Help Navigate Today's Lending Environment**

*David Horak, MGIC*

In this session you will learn about historical volume perspective, the current and future conditions, buyers and their challenges, and how lenders can arm themselves with knowledge and product options to help today's borrowers.

**Mortgage Compliance Update**

*Ronette Schlatter, Iowa Bankers Association*

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.

**4:30 pm IMA President's Social**

### Wednesday, Oct. 18

**8:30 am Full Breakfast and Networking Session**

**9:00 am Now What? Economic Trends for 2023 and Beyond**

*Dr. Chris Kuehl, Armada Corporate Intelligence*

To note that 2023 has been stressful for financial institutions would be an understatement. There has been traditional stress stemming from changes in interest rates but there have been unique issues as well. The housing market has been a key driver for the economy for years and commercial activity has been volatile. Learn what the current situation is and what to anticipate.

**10:15 am Break**

**10:30 am How Do You Want to be Remembered?**

*Kent Stock*

People who witnessed this true story still can't believe what happened. It was so inspiring that Hollywood came calling and retold the story of a small school's baseball team in the motion picture "The Final Season." It's about faith being tested and affirmed; it rings with the truth that if you never give up, incredible things can happen. Kent's story is much more than baseball. It's about how you live your life on a daily basis and making a huge impact on the life of others.

**11:30 am Prize Drawing & Adjourn**

Prize Drawing of \$500

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