



2026 IMA FALL CONFERENCE **BUILT** ON CONNECTIONS

Join us for the 2026 IMA Fall Conference — Built on Connections, where mortgage professionals from across Iowa come together to learn, share, and grow. Kicking off with a golf outing and reception on Monday, the conference continues with two days of high-impact education, dynamic speakers, and meaningful networking. From communication and leadership insights to emerging mortgage technologies, appraisal trends, and a timely economic outlook, the agenda is designed to keep you informed and inspired. With round table discussions, exhibitor connections, and plenty of opportunities to build lasting relationships, this is an event you won't want to miss. Strengthen your knowledge. Expand your network. Be part of what's next—register today!

CONFERENCE REGISTRATION

October 6-7, 2026

West Des Moines Marriott Hotel
1250 Jordan Creek Pkwy, West Des Moines, Iowa

Conference Fees:

- Member \$325/person
- Nonmember \$650/person

Registration includes breakfasts, breaks, lunch, President's Social, and program materials.

HOW TO REGISTER

Register online at www.iowama.org.

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: \$149.00

Room block cut-off date is 9/14/26

QUESTIONS

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

GOLF OUTING INFORMATION

Monday, October 5 | Shotgun Start at 10:00am

Beaver Creek Golf Club
11200 NW Towner Drive, Grimes, Iowa

Get a foursome together for a day of fun. The golf package includes green fees, 1/2 cart rental, boxed lunch and prizes. Instructions begin at 9:45am followed by a shotgun start. After golf, join us for an awards reception at the course. Not included in Conference registration. Please register at www.iowama.org.

Golf Fees:

- Member \$125/person
- Nonmember \$250/person

***Complete details and online registration at
www.iowama.org***



2026 IMA FALL CONFERENCE

BUILT

ON CONNECTIONS

MONDAY, OCTOBER 5

- 10:00 am Golf Outing & Reception**
Beaver Creek Golf Club, Grimes
Four-person best shot tournament will begin at 10:00 am. Reception and awards following golf at approximately 3:30 pm.
Not included in Conference registration. Please register at www.iowama.org.

TUESDAY, OCTOBER 6

- 8:30 am Registration**
Exhibit Hall Opens & Continental Breakfast
- 9:00 am Crack the Code**
Lynsey Mulder
You can have the best rates, the strongest products, and years of experience and still lose a client because your message did not land the way they needed to hear it. Research shows that 86% of professional mistakes stem from miscommunication, not lack of knowledge. In mortgage lending, that gap costs you clients, referrals, and time you do not have to spare. This keynote introduces the Codebreaker framework, a proven system that helps you read a client's communication and decision-making blueprint in seven seconds and tailor your approach on the spot. No scripts. No guessing games. Just a simple, repeatable method for making every conversation feel like you have known them for years. The transformation: from one-size-fits-all communication to a personalized, trust-building approach that accelerates decisions, deepens client relationships, and turns first conversations into long-term referral sources.
- 10:15 am Break with Exhibitors**
- 10:45 am MBA Mortgage Outlook and Industry Trends**
Eddie Seiler, Mortgage Bankers Association
The Mortgage Bankers Association (MBA) maintains one of the most robust data sets in the housing and mortgage industry. This session explores how MBA data is collected, analyzed, and used to identify key housing and market trends, as well as the technology and data-generation processes behind the numbers. Attendees will also gain insight into how MBA and the industry are leveraging technology—including AI—to better understand trends and support innovation across mortgage origination and servicing.
- 12:00 pm Lunch**
- 1:00 pm Break with Exhibitors**
- 1:20 pm Installation of Officers, President's Address**
- 1:40 pm Round Table Networking**
Join us for an engaging round table networking session designed to foster connections with peers while exploring industry best practices and tackling current challenges.

- 3:00 pm Break with Exhibitors**

- 3:25 pm Appraisal Landscape Panel**
The appraisal industry is changing—are you ready? Join a panel of appraisers as they discuss what's next for valuations, what they see evolving in the industry, and how mortgage professionals can play a key role in supporting smoother, more effective appraisal outcomes.

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

WEDNESDAY, OCTOBER 7

- 8:30 am Full Breakfast and Networking Session**
- 9:00 am Economic Outlook**
Dr. Chris Kuehl
The past several years have brought challenges for financial institutions, and 2026 continues to test the industry in new ways. While interest rate pressures remain a key factor, ongoing market uncertainties, economic shifts, and housing market dynamics are shaping a rapidly evolving operating environment. Join us for a timely update on the current economic landscape, key trends impacting housing and lending, and what financial institutions should be watching as we move through 2026 and prepare for what's ahead.
- 10:15 am Break**
- 10:30 am Take Off the Mask - Is Your Life Story Worth Telling?**
Dan Meers
It's been said that if you ask a man his occupation you will find out how he pays his bills, but if you ask a man his preoccupation then you will discover the passion of his life. Dan Meers has a rather unique occupation. For over 25 years he has paid his bills by working as "KC Wolf" the mascot of the Kansas City Chiefs. However, Dan's preoccupation, what he is truly passionate about is encouraging others to strive for the best in life and to enjoy it each and every step along the way. Dan believes that your life is like a coin. You can spend it anyway you wish but you will only get to spend it one time, so spend it wisely. During this presentation Dan shares some of the valuable lessons he's learned during his long career as a professional mascot. Whether at home, work or in the community, Dan challenges his audience to live each day to the fullest by wisely investing their lives and not just spending them.
- 11:30 am Prize Drawing & Adjourn**
Prize Drawing of \$500 - must be present to win.

**Complete details and online registration
at www.iowama.org**

