



AMLA Annual Conference

June 1-3, 2014

The Surf and Sand Resort
Laguna Beach, CA

Diamond Sponsors:



AMLA Annual Conference – Riding the Waves of Change – June 1-3, 2014



Sunday, June 1

Registration

Stop by the registration desk between 3:30 pm and 5:30 pm to pick up your name tag and conference agenda.

4:30 pm – 6:30 pm Meet & Greet Happy Hour

After you check in to your hotel room, join us on the Catalina Terrace for some beautiful ocean views and your first drink, compliments of United Guaranty and Old Republic Credit Reporting.

Monday, June 2

7:30 am – 8:30 am Breakfast

8:30 am – 12:00 pm General Sessions

Session 1

“Will the Real Economy Please Stand Up?”

Elliot Eisenberg, PhD., Nationally Acclaimed Economist
Sponsored by Diamond Sponsor, AmeriFirst Financial

Attend this entertaining and informative presentation on the economy. Learn from Dr. Eisenberg how GDP growth will perform; what interest rates will do; how new home building activity will perform; whether household savings rates are likely to rise or fall; and how a whole host of other economic variables including personal income, new automobile sales, home prices, inventories and distressed sales activity, and housing affordability are bound to impact the economy this year (no sugar coating) and why! Learn how to keep the (economic) forest in your view and not lose sight for the (data) trees by attending this session! At the end of his talk, Dr. Eisenberg looks forward to taking questions from the audience, so make sure to bring one with you!

Monday, June 2 (continued)

Session 2

“National Legislative Update”

Dion Spencer, Esq., Director of Legislative Affairs, MBA

Mr. Spencer will give us a 2013 scorecard on all of MBA’s top advocacy issues – Dodd Frank, QRM/QM, support of FHA, CFPB and national servicing standards, eminent domain mortgage seizures, the Universal State Test for loan originators, transitional licensing for state MLO’s and more. What legislative issues are on the horizon for later this year? Mr. Spencer will also talk about the challenges of trying to get anything accomplished in Washington with our two major political parties so unwilling to agree on anything.

Session 3

“Bubbles, Balance and a Buyer’s Market”

Tina Tamboer, The Cromford Report

Think the “Bubble Talk” is over? This is the topic that’s going down fighting! How can prices still mysteriously rise when demand falls? How are different price ranges and cities responding to the market shift? Ms. Tamboer will also discuss the Housing Opportunity Index, the Housing Market Index and other measures that confound consumers... and maybe lenders too. The Cromford® Report provides detailed information to track the history and current status of the Greater Phoenix residential resale market and offers unique insight into its future direction.

12:00 pm – 1:00 pm Networking Lunch

This will be your first opportunity to win one of the cash prizes donated by **Diamond Sponsor, Corporate Job Bank**. CJB will be donating a total of \$3,000 during the conference! Purchase your raffle tickets before the conference or on site.

4:00 pm – 5:30 pm Mortgage Action Alliance (MAA) Wine Tasting

Must be an MAA member to attend. Sign up in advance at <http://www.mbaa.org/Advocacy/MortgageActionAlliance/MAASignup.htm> or at the convention. MAA is free and open to all professionals who work in the real estate finance industry; it is nonpartisan, and is easy to participate. When you and thousands of MAA members communicate in a unified voice, we not only educate policymakers on the industry, but also achieve our legislative and regulatory priorities. Learn more about MAA while tasting some fine wines and cheeses.



Tuesday, June 3



7:30 am – 8:30 am Breakfast

8:30 – 9:00 am – AMLA Annual Meeting

Kelly Powers, AMLA President

9:00 am – 12:00 pm General Sessions

Session 1

**“Mortgage Originations Version 14 –
Tips and Tricks for a Successful Year”**

**Steve Richman, National Spokesperson and Customer Sales
Trainer, Genworth**

Have you updated your origination strategy?

In this session you will explore: the economic environment; your local market and governmental regulations; new websites to stay ahead of trends; apps to allow you to better manage your knowledge base and communication channels; an approach to holistically understand your customers beyond their mortgage needs; the new definition of customer service; strategies to help you and your customers to navigate online safely; and an initiative to create new relationships and deepen existing ones with Realtors.

Session 2

“2014: Have We Been Here Before?”

Rob Chrisman, Owner, Chrisman LLC

Rob Chrisman was named one of the 25 Most Connected Mortgage Professionals in 2013 – this is a list of mortgage professionals selected by their peers and the staff at the National Mortgage Professional Magazine (NMP) who are highly connected on social networks and/or have a heavy influence on social media at large. Mr. Chrisman will discuss the decline in volumes, and margins, why lenders are focusing even more on cost cutting, revenue increasing, and “old ways” of doing business. Is the current environment reminiscent of 2001, or 1997? What is different now? And what are successful originators and companies focused on for 2014?

Session 3

“Vendor Management and CFPB”

Michael Pfeifer, Esq., Pfeifer & de la Mora, LLP

As the CFPB consolidates its authority and refines its enforcement priorities, update your understanding of CFPB’s vendor management requirements. “What are the greatest areas of risk? What can be done to improve compliance? What does the future hold?” Mr. Pfeifer has nearly 30 years of experience in representing clients in the financial services industry and is currently the Chair of the Quality Assurance Committee of the California Mortgage Bankers Association.

Tuesday, June 3 (continued)



12:00 pm – 1:00 pm Networking Lunch

**Guest Speaker: Matt Tulley, Director of Government
and Industry Relations, Essent Guaranty**

Enjoy beautiful Laguna Beach this afternoon

**5:30 pm – 6:30 pm Diamond Sponsor,
AppraisalTek Cocktail Party**

Mare Culinary Lounge

Listed in “Laguna’s Favorite Places”, Mare Culinary Lounge is an intimate, chic and perfect venue for AMLA’s final event of the conference. AppraisalTek, will be hosting our cocktail party, including the “AppraisalTekTini”.

**6:30 pm – ? Dinner and Music
Mare Culinary Lounge**

Mare is hip, with internationally inspired décor, imaginative cuisine and is less than a mile from the Surf & Sand. Following cocktails will be a special dinner created by Chef Alessandro Pirozzi. The Chef was born in Naples, Italy -- his passion for food became his way of life and prompted him to learn the cuisine from every region in Italy. When dinner ends, the lights will go down, and the music will go up at the bar. Don’t miss this fun evening!



Thanks to our Platinum Sponsors:

- Comstock Mortgage
- Credit Plus
- Genworth
- Homeowners Financial Group
- MGIC
- Old Republic Title
- Suburban Mortgage

Conference Host Hotel



Located directly on 500 feet of California's pristine Laguna Beach, the Surf & Sand Resort offers 167 private oceanfront guest rooms, all which feature stunning views of the Pacific Ocean. There is a beachfront pool, where sun cabanas and chaise lounges beckon. Check out the Aquaterra Spa, an oasis where you will be pampered with customized massages and body treatments. And you won't want to miss the sunset views at Splashes Restaurant and the 15FiftyFive Lounge.

Not only do we have a very discounted rate of \$259.00 per night, the resort fee has been waived, and we will have FREE underground parking. There are also a limited number of rooms available at our group rate for the 2 nights following the conference – Wednesday and Thursday, June 4th & 5th. Don't miss this opportunity to bring your family to this piece of paradise at a rate that you can't get on your own.



Conference Sponsorships

Contact Brenda Smith at (480) 861-2234 or Kathryn Christen at (480) 200-4646 for sponsorship information.

You can visit our website at www.azmortgagelenders.com for all of your Conference information.

2014 AMLA Conference Registration

ONE registration form per attendee/guest, please.
Payment **MUST** accompany your registration form.

Name: _____ Name on badge: _____

Guest Name: _____ Name on badge: _____

Company: _____

Address: _____

City/State/Zip: _____

Daytime Phone: _____ E-mail: _____

For sponsors only – please complete the following information:

My company is a Diamond Sponsor

The registration form is for the person receiving the complimentary registration. Please register your guest (if applicable) on the "guest" line above.

My company is a Platinum Sponsor

The registration form is for the person receiving the complimentary registration. Please register your guest (if applicable) on the "guest" line above.

My company is a Gold Sponsor

The registration form is for the person receiving a discounted registration of \$99.00. Please register your guest (if applicable) on the "guest" line above.

- Early Member Registration (AMLA, SAMLA) \$279 per person before May 9
- Member Registration (AMLA, SAMLA) \$299 per person, May 10-23
- Nonmember Registration \$379 per person
- Guest Registration Please call the AMLA office for Guest Registration Fees*

*Guest status is for non-industry attendees only. Note: Guests may not attend ANY conference function without registering.

\$50 Late Fee will be applied after May 23rd _____

Total Amount: \$ _____

Method of Payment: Check Credit Card (VISA or MasterCard Only)

Credit Card # _____

Expiration Date _____ V-Code _____

Billing Zip Code for Card _____

Cardholder Name Printed _____

Send registration with check payable to AMLA to: 27460 N. Cardinal Lane, Peoria, AZ 85383 or fax with credit card information to (623) 433-8941. No refunds after May 23, 2014. Cancellations must be in writing. **Questions?** Please contact the AMLA office at (623) 433-8940 / amla@cox.net.

Contact the Surf & Sand Resort at 1-800-837-9230 to reserve your room.
Our group rate is \$259.00, Sunday, June 1 through Thursday, June 5.
The rate is guaranteed through April 30.

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