

# OPPORTUNITIES on the HORIZON AMLA CONFERENCE 2018

JUNE 3-5 | THE SURF & SAND RESORT  
2018 LAGUNA BEACH, CA

DIAMOND SPONSORS:





## SUNDAY, JUNE 3

### REGISTRATION 3-5 PM PELICAN BALLROOM LOBBY AREA

Stop by the registration desk to pick up your conference agenda, name tag, goodie bag and raffle tickets – **Diamond Sponsor, Corporate Job Bank**, will be raffling off \$3,000 in \$CASH\$ during the conference.

### OPENING RECEPTION 5-7 PM

Join us on the Catalina Terrace for beautiful ocean views, appetizers and a hosted cocktail party. Compliments of **Diamond Sponsors, Finance of America and Prime Lending**.

*You must have a name tag to attend the opening reception.*

## MONDAY, JUNE 4

### 8-9 AM HOT BREAKFAST BUFFET SANDPIPER

### 9 AM-NOON GENERAL SESSIONS PELICAN BALLROOM

### SESSION 1

**Steve Richman – National Sales Trainer  
Genworth Mortgage Insurance**

**“Death By Cliché and Other Business Buzzwords – Don’t Build Your Business Off Of Something You Read On A Bumper Sticker”**

In this session, we will explore common business clichés and how they need to be changed to be relevant in today’s evolving market. But we won’t stop simply at the exploration of these concepts and buzzwords. We will explore actions that you can take today to update your business plan, improve communications and differentiate yourself from the competition. Topics will include: Four characteristics every successful mortgage professional has and how to master them if you don’t have them, plus nine brand new super cool apps for LO’s and Realtors®.

## MONDAY, JUNE 4 (CONTINUED)

### SESSION 2

**Panel discussion moderated by Nicole Ehrbar, Vice President of Public Policy, Quicken Loans**

**“From In-Person to Internet – The Future of the Mortgage Process”**

Paper documents are becoming as obsolete as pay phones and Blockbuster video stores. The Internet has simplified commerce, and electronic transactions are now commonplace. The mortgage industry is shifting from an in-person, paper-heavy process to a streamlined, consumer-friendly technology-based one, and the next step in the modernization of the mortgage process is the closing. With North Carolina completing its first eClosing, the quest for a completely digital mortgage process is here and on the rise, but what does this mean for the mortgage industry as a whole and in Arizona? How does this impact the workforce and its relationship to the consumer experience? Join us as Nicole Ehrbar leads a panel of professionals from all facets of our industry on the opportunities and challenges of technology.

### SESSION 3

**Chris Avery – Vice President  
First Tennessee Warehouse Lending**

**“D-E-V-E-L-O-P – This Handy Mnemonic Can Change the Way You do Business”**

Without the concept of development, the world would be filled with wonderful ideas, but none would ever come to realization. There would be musical notes, but no songs. We’d have words, but no stories. Whether you need to develop your business, territory, team, community, family, or relationships, join me for an interactive discussion and learn how this mantra and its process is a way to produce results.

### NOON-1 PM NETWORKING LUNCH CATALINA TERRACE

This is an opportunity to meet some of your fellow conference attendees and enjoy a buffet lunch. **Corporate Job Bank** will be giving away \$1,000 at 12:30 pm. If you haven’t purchased your raffle tickets, you’ll have a chance before the drawing.



### 4:30-5:30 PM WINE AND CHEESE PARTY OCEAN TERRACE

Sponsored by **Diamond Sponsor, AmeriFirst Financial**

Before you head off to dinner at one of Laguna’s many fine and fun restaurants, stop by the Ocean Terrace for a glass of wine, along with some domestic and imported cheeses. Non-alcoholic beverages will also be served.

## TUESDAY, JUNE 5

7:30-8:30 AM HOT BREAKFAST  
SANDPIPER

8:30-9:00 AM AMLA ANNUAL MEETING  
Nick Monardo, AMLA President

9 AM-NOON GENERAL SESSIONS  
PELICAN BALLROOM

### SESSION 1

**Matt Tully – Vice President, Government and Industry Relations**  
Essent U.S. Holdings  
“Washington, D.C. Update”

Matt will discuss the latest developments from Washington that will impact the industry in 2018. Following the passage of tax reform in 2017, what is next for the Administration and how will that impact the industry? Key topics will include GSEs reform, Dodd-Frank, changes at the CFPB and how the upcoming mid-term elections may alter the balance of power.

### SESSION 2

**Jill Hoogendyk – National Sales Trainer**  
“Proud To Sell: Three Steps to Power Selling with Pride”

Do you or the sales people you manage avoid identifying yourself as a “sales person?” Why do you think that is? More importantly, what effect is that having on your business success? We’ll look at three ways to motivate and inspire sales that you may never have considered. This session will leave you with clarification about what sales actually is, solid ideas of how to sell better, good feelings about the sales possibilities in your own sphere and motivation to get out there and sell with pride!

### SESSION 3

**Samuel Luna – Director of Affordable Lending**  
Freddie Mac  
“New Borrowers: New Focused Business Opportunity”

Leveraging insights into the changing face of homeownership is critical to influence future focus and to capitalize on opportunities for your business. Join Samuel Luna as he spotlights macro and regional trends surrounding changing demographics that will shape the landscape for first-time homebuyers, millennials and under served communities. Changing trends equate to changing possibilities; learn actionable insights and how Freddie Mac is helping to lead the path to home with specifically tailored products and resources.

## TUESDAY, JUNE 5 (CONTINUED)

NOON  
BOX LUNCHES FOR THE BEACH

Pick up your box lunch sponsored by **Diamond Sponsor, Quicken Loans**, to enjoy at the beach or by the pool. Then explore Laguna or stay on the property and enjoy the Surf & Sand’s seaside pool, luxurious spa treatments or sit on the beach and enjoy the ocean views!

5:30-6:30 PM  
COCKTAIL PARTY AT THE 15FIFTYFIVE LOUNGE

After an afternoon in the sun, join us for cocktails sponsored by **Diamond Sponsor, AppraisalTek**.

We welcome back Panjive for our entertainment. Panjive is a steel drum band that will be playing a mixture of Calypso and Reggae music. Don’t miss out on the beginning of our final evening of fun!



6:45-9 PM  
DINNER AT SKYLOFT

For our final event, we will be traveling just up the highway from the Surf & Sand to dine on the rooftop of one of Laguna’s newest restaurants, Skyloft. What a way to end the conference with more ocean views and the city lights.

## THANKS TO OUR PLATINUM SPONSORS:

- Certified Credit Reporting
- MGIC
- Cherry Creek Mortgage
- National MI
- CNN Mortgage
- NOVA® Home Loans
- Credit Plus
- Old Republic Title
- Genworth
- 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 beach front 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 \$289.00 per night, the resort fee has been waived, and we will have FREE underground parking. Don't miss an opportunity to bring your family to this piece of paradise at a rate that you can't get on your own.



## CONFERENCE SPONSORSHIPS

Contact Conference Chair  
Kathryn Christen at  
(480) 200-4646 for sponsorship  
information. You can also visit  
our website at  
[www.azmortgagelenders.com](http://www.azmortgagelenders.com)  
to register.

## 2018 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:	Email:

*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  
\$189.00. Please register your guest (if applicable) on the "guest" line above.

- ☐ **Early Member Registration \$349** per person until May 4
  - ☐ **Member Registration \$389** per person, May 5-18
  - ☐ **Nonmember Registration \$449** per person
  - ☐ **Guest Registration \$200** includes the Opening Reception on Sunday and Tuesday Night's Cocktail Party and Dinner\*
- \*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 18<sup>th</sup>** \_\_\_\_\_

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, scan form to [amla@cox.net](mailto:amla@cox.net) or fax form to (623) 433-8941. No refunds after May 25, 2018. Cancellations must be in writing. **Questions?** Please contact the AMLA office at (623) 433-8940 / [amla@cox.net](mailto:amla@cox.net).

Contact the Surf & Sand Resort at 1-877-741-5908 to reserve your room.  
Our group rate is \$289.00, Sunday, June 3 through Tuesday, June 5.  
The rate is guaranteed through May 9.

**BROCHURE COMPLIMENTS OF MGIC**