Thursday, September 19th

8:30-10:00 am  VMLA BOARD MEETING | MADISON, JEFFERSON & MONROE

9:00-10:00  Registration & Exhibit Hall Open | Capital Ballroom Foyer

10:00-10:10  WELCOME & INTRODUCTORY REMARKS | CAPITAL BALLROOM 5-8

10:10-11:40  OPENING KEYNOTE: THE CHAMPION’S CODE | CAPITAL BALLROOM 5-8
  Ross Bernstein, Sports Author
  Ross’ program is all about the DNA of what makes champions in sports so unique and how that relates to business. It’s based on a series of books he wrote in which he was able to interview more than 1,000 professional athletes and coaches that all had one thing in common — they were all members of championship teams. In his research he concluded that the same metrics and characteristics that were common among champions in sports, were also common among peak performers in business. There are reasons certain teams win consistently, whereas others don’t… and Ross explains why. It’s based largely on the “Good to Great” concept of how the best companies are able to separate themselves from the rest of the pack through servant leadership, by creating a culture of excellence, by developing deeper relationships, and by giving extraordinary customer service. Ross weaves sports stories, about the DNA of champions, along with stories of companies who he has worked with around the world — and shares best practice ideas on ways to overcome disruption, while ultimately building stronger relationships. At the core of his message is the simple fact that we like to do business with people who we trust, who we like, and who just “get it” — CHAMPIONS. In an engaging, provocative, and visually entertaining style, Ross will use inspirational stories and poignant life lessons from the world of sports to show attendees how to:
  • Create a “culture of excellence” by giving extraordinary customer service...
  • Generate momentum by utilizing the “currency of karma”...
  • Follow their moral compasses to win “the right way,” with respect, ethics, and integrity...
  • Be better leaders and create more “buy-in” by embracing change and failure...
  • Evolve from “order takers” to “trusted partners” by enhancing the quality of their relationships...

11:40-11:50  Stretch Break

11:50-12:40  STRAIGHT TALK WITH MBA PRESIDENT & CEO BOB BROEKSMIT | CAPITAL BALLROOM 5-8
  Bob Broeksmit, Mortgage Bankers Association
  Hear the latest on our industry’s impact and influence in Washington, DC, and what it means for your business straight from the top! MBA President and CEO Bob Broeksmit provides his insights and updates to the policy decisions that impact our industry and your business every day. Following, Bob sits down with VMLA President Chip Beveridge for a moderated Q&A session.

12:40-1:50 pm  LUNCH & VMBA ANNUAL MEETING | CAPITAL BALLROOM 1-4
  Lunch sponsored by Shaheen Law Firm, P.C.

1:50-2:50  GAME PLAN FOR RUNNING A PRODUCTIVE DAY | CAPITAL BALLROOM 5-8
  Doug Smith, Douglas Smith & Associates
  Some people are simply more productive than others. They can get more done in four hours than others get done in eight hours. Why? This fun and fast-paced presentation reveals the real secrets to time management and teaches a simple to follow three-step “game plan” for how anyone can run a more productive, proactive, and on-purpose day every day.

2:50-3:10  Networking Break in the Exhibit Hall | Capital Ballroom Foyer

3:10-4:00  HOUSING MARKET & ECONOMIC CONDITIONS: TRENDS & OUTLOOK | CAPITAL BALLROOM 5-8
  Lisa Sturdevant, Virginia REALTORS
  This presentation will provide a summary of current economic and housing market trends in Virginia, including a review of job growth, GDP growth, interest rates, and home sales data. There will be a discussion of the likelihood of a recession in 2020, the potential impact on the Virginia economy and housing market and what to expect in terms of housing market activity in the year to come.
4:30-5:30  PREGAME TAILGATE NETWORKING RECEPTION | CAPITAL BALLROOM FOYER
Sponsored by SunTrust Mortgage

5:30-7:30  GAME DAY PARTY | CASINO GAMES & SILENT AUCTION TO BENEFIT VAMPAC | CAPITAL BALLROOM 1-4

7:30  Dinner on your own - Enjoy!

Friday, September 20th

8:00-9:00 am  Continental Breakfast in the Exhibit Hall | Capital Ballroom Foyer

9:00-9:10  WELCOME & REMARKS

9:10-10:10  COMMUNITY LENDING PARTNERS PANEL | CAPITAL BALLROOM 5-8
Confirmed Panelists:
  Dan Kern, Virginia Housing Development Authority
  Willie Fobbs, Virginia Department of Community & Housing Development
  Heather Crislip, Housing Opportunities Made Equal of Virginia
Moderator:  Mary White, TowneBank Mortgage

10:10-10:30  Networking Break in the Exhibit Hall | Capital Ballroom Foyer

10:30-11:20  SETTING THE PACE WITH DAY 1 CERTAINTY’S DU VALIDATION SERVICE | CAPITAL BALLROOM 5-8
Peter Flynn & Folake Ibe, Fannie Mae
Your loan data process should propel you. Learn about the benefits of Fannie Mae’s Desktop Underwriter® (DU®) validation service and best practices to help you get started with a tool that’s prompting lenders to revisit their workflow to provide an exceptional borrower experience.

11:20-12:20  CLOSING KEYNOTE: bigJOEL Live! at VMLA | CAPITAL BALLROOM 5-8
Joel Epstein, bigJOEL
Get down and dirty with Joel Epstein for the most profitable hour of your career. No shiny objects. No magic pills. No short cuts. Just real strategies to triple your purchase loan closings in 6 months.
Learn the techniques and systems Joel used to originate and close 40 plus purchase loans per month referred by Real Estate Agents. Joel coaches and mentors some of America’s top Loan Originators. Spend an hour with Joel and forever change your business.

12:20 pm  Convention Adjourns