

AMLA ANNUAL CONFERENCE

• *The Hilton Sedona* •

TOOLS FOR THE FUTURE

 *Rebuilding our Industry* 

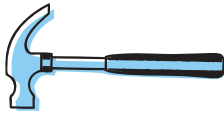


DIAMOND SPONSOR:



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Sunday, June 10

Registration

Stop by the registration desk between 3:00 pm and 5:00 pm to pick up your name tag and conference agenda.

4:30 PM – 6:30 PM No-Host Happy Hour



After you check in, join us in the hotel bar for a no-host get together. Enjoy happy hour drink and appetizer specials.

Monday, June 11

BREAKFAST VOUCHERS provided for attendees

8:30 AM **Don Hagan – AMLA President**
Welcome, Introductions and Conference Overview

9:00 AM – 11:30 AM General Sessions

STEVE O'CONNOR – MBA Senior Vice President
Public Policy and Industry Relations

National Legislative Issues

Mr. O'Connor will kick off our conference with updates on all the national legislative issues that we are facing – Dodd Frank, loan officer licensing, MBA's top advocacy issues, post Fannie and Freddie, and more. How does MBA see the mortgage production for 2012 and beyond?

Session II

ERIC SPINGLER – Special Agent, Phoenix FBI Office

Mortgage Fraud – It's Still Here

Mr. Spingler will address some recent mortgage fraud related cases. This session will cover the trends in the current criminal cases within the mortgage and real estate industry. Don't miss this session, which will cover how to avoid walking the fine line of what is truly a legal practice and what is not.

11:30 AM – 1:00 PM Networking Lunch

Monday, June 11 (continued)

1:00 PM – 3:30 PM General Sessions

VANCE EDWARDS – MGIC MARKETING DIRECTOR

Some Things Never Change: How to be Successful in Any Market

You still need to know your market and the options available. How should you present them to your borrowers and real estate referral partners? Mr. Edwards will show you how to develop a marketing plan to achieve success in today's market. He will also discuss recent changes in high-LTV lending, including both FHA and conventional lending options. Who are today's first-time homebuyers and how can you reach them? What do today's consumers think about owning a home? And how can you better work with real estate agents?

Session II

ROB CHRISMAN, CHRISMAN INC.

Effective Customer Communication

Mr. Chrisman will be discussing the origins and evolution of his daily mortgage market commentary and its current form. From a technology perspective, he relies on e-mail and website posting, but not on other social media, and this has proved successful for him in keeping others abreast of changes in the mortgage industry. Mr. Chrisman will also discuss recent developments in the mortgage sector, the sources that he uses, and offers some thoughts on where things might go in 2012.

5:30 PM – 6:30 PM AppraisalTek Cocktail Party

Hosted cocktails compliments of our Diamond Sponsor.



6:30 PM – 8:30 PM Food Stations & Silent Auction



Tuesday, June 12

BREAKFAST VOUCHERS provided for attendees

8:00 AM – 11:30 AM General Sessions

DANIEL SMITH – FREDDIE MAC DIRECTOR OF INDUSTRY AND STATE RELATIONS

Freddie Mac Corporate and Legislative Overview

Mr. Smith will discuss a broad review of legislative proposals potentially impacting Freddie Mac's business operations and the secondary market at the federal and state level. Don't miss this opportunity to hear about proposals around the country that might impact servicing and the secondary market operational ability from a legislative and regulatory perspective.

Session II

TINA TAMBOER, The Cromford Report Real Estate Trends in Arizona

Are you prepared to talk to you clients about the most recent trends in our industry? Ms. Tamboer from The Cromford Report will supply you with information on real estate supply and demand, as well as trends by loan type and cash sales. She will also discuss Arizona employment, investors and future buyer predictions. Prepare your business for the future!



Conference Host Hotel

The Hilton Sedona Resort & Spa is located 90 minutes north of Phoenix and offers 219 beautiful guest rooms and suites, featuring flat panel LCD tv's, private balconies or patios, wireless Internet access, Hilton Serenity Collection Beds and Crabtree & Evelyn Bath amenities. Tennis courts are on site, as well as a full service fitness center. Rejuvenate your mind and body with one of the many spa treatments and salon services at The Spa at Hilton Sedona. The Hilton Sedona Resort is just minutes away from shopping, dining and over 40 art galleries. Enjoy Sedona's gorgeous scenery up close with over 200 miles of hiking and mountain biking trails, horseback riding or Jeep tours.



Conference Sponsorships

Contact Karen Gladstone at (602) 228-6848 or Brenda Smith at (480) 861-2234 for sponsorship information. You can visit our website at www.azmortgagelenders.com for all of your Annual Conference Information.

2012 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) \$249 per person before May 4
- Member Registration (AMLA, SAMLA) \$299 per person, May 5 – 25
- Nonmember Registration \$349 per person
- Guest Registration \$99 per person*

*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 25th _____

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 June 1, 2012. Cancellations must be in writing. **Questions?** Please contact the AMLA office at 623.433.8940 / amla@cox.net.

Contact The Hilton Sedona at (877) 273-3762 to reserve your room.
The AMLA rate is \$163 per night plus tax. This rate is guaranteed through May 18, 2012.

BROCHURE COMPLIMENTS OF MGIC