



# Live in Las Vegas

## Special Anniversary Conference

### "20 Years in Las Vegas"

October 27-28, 2022, Aria Resort



## 20 Years of CMA - Learn From the Experts

Conference Educational Highlights  
from the last 20 years.

### Guest Speaker: Jim Abbott

Former Professional Baseball Player



Jim will enlighten us with incredible insights for business and life, and discuss how you can benefit from his story about overcoming adversity to achieve great success.

## Lead Generation Round Tables

Get lead-generation ideas  
from the best in the industry

## Business Development

Think outside of the box! Get the perspective of highly successful business people outside of the mortgage lending industry on the game-plan for business development techniques and programs.

## The Future of Private Mortgage Lending

Our panel of vendors and practitioners will give you a broad perspective of trends and the future of private mortgage lending.

## TWO Sponsored Cocktail Events

including a night at the world famous Top Golf!

## Join us for Unparalleled Education, Fun, & Networking

and you might learn a thing or two  
from industry experts!



Register Online at [www.CaliforniaMortgageAssociation.com](http://www.CaliforniaMortgageAssociation.com)

# GENERAL INFORMATION

## LOCATION:

The CMA Fall Conference will be held October 27-28, 2022 at the Aria Resort and Casino, located at 3730 Las Vegas Boulevard South, Las Vegas, NV 89158. For room reservations, call the hotel at (866) 359-7757 or (702) 590-7757. Use code "CMA Fall 2022." Room rate is \$238 (Wednesday/Thursday) and \$278 (Friday) per night Single/Double (plus a \$39 resort fee) through September 26, 2022 or until sold out.

## SEMINAR FEES:

Full registration includes all seminar events, materials, cocktail/networking receptions and Thursday lunch.

	Registration received on or before October 13, 2022	Registration received from October 14, 2022 to date of seminar
CMA Member	\$495	\$595
Additional Attendee Same Company	\$395	\$495
Non-Member	\$695	\$795
Registration Total	\$ _____	\$ _____
PAC Raffle Tickets (voluntary; \$20 or more)	\$ _____	\$ _____
<b>TOTAL ENCLOSED</b>	<b>\$ _____</b>	<b>\$ _____</b>

## REFUND POLICY:

Cancellations received in writing on or before October 13, 2022 will receive a credit toward a future conference. Cancellations received in writing on or after October 14, 2022 will not receive a credit or refund.

## CMA DISCLAIMER STATEMENT:

Views, statements, information, and materials provided at CMA conferences do not necessarily reflect the views of the California Mortgage Association, its Officers, Directors, or Members. When considering any document, opinion, publication, or other material obtained from CMA or from any CMA event, attendees and recipients of the information are advised to seek qualified counsel as to the suitability of that material or information for their own business operation or use.

## PHOTO/VIDEO DISCLAIMER:

By registering for and attending this conference, you agree that your image may be taken during the conference and used at any time, without further notification, for printed materials, websites, social media and other marketing purposes.

## MISCELLANEOUS:

Please wear name badges to all functions. Tickets are required for various events. Please be courteous of others and place cell phones on silent mode. Program and speakers are subject to change without notice.

## MCLE INFORMATION:

This activity is approved for Minimum Continuing Legal Education Credit by the State Bar of California in the amount of 4.5 hours. The CMA certifies that this activity conforms to the standards for approved education activities prescribed by the MCLE Rules of the State Bar of California.





## Thursday, October 27, 2022

7:30 am – 8:30 am  
7:30 am – 5:00 pm  
8:00 am – 10:00 am  
10:00 am – 6:00 pm

**Continental Breakfast**  
**Seminar Registration**  
**Exhibitor Set-up**  
**Exhibitor Fair Open**

8:30 am – 10:00 am

### **Broker Roundtables – Lead Generation**

**MODERATOR: Pam Sosa, President, Standard Mortgage Financial Services, Inc.**

CMA is all about sharing. Las Vegas is all about winning. Meet with other Brokers in the Roundtable Group to share your Lead Generation ideas. What worked best for them? What worked best for you? Each table will share their best lead generation idea to compete for real poker chips. Some will leave with \$\$\$, and all will leave with winning ideas!

10:00 am – 10:30 am

### **Networking Break**

10:30 am – 12:00 pm



### **Keynote Address with former major league pitcher Jim Abbott**

Jim Abbott is an American Sports Hero and former professional baseball pitcher. Abbott played in Major League Baseball for the California Angels, New York Yankees, Chicago White Sox, and Milwaukee Brewers, from 1989 to 1999. He was successful at the major league level despite having been born without a right hand. Jim will give us some insightful comments on his Baseball Career and enlighten us with incredible nuggets for business and life and discuss how you too can also benefit from his story about overcoming adversity to achieve great success.

12:00 pm – 1:30 pm

### **Luncheon**

1:30 pm – 3:00 pm

### **Pool Managers Focus Group (MCLE General 1.5)**

**Glenn Goldan, CEO, ReProp Financial | Brad Rogerson, Partner, Hanson Bridgett LLP | Shafiq Taymuree, Executive Vice President, Stonecrest**

### **NOTE:**

**Meeting only open to qualified Pool Managers Focus Group members.**

It has been a while since our auditor friends updated us on the State of the Industry. Learn how your fellow fund managers fared in 2021 and current trends in 2022. Unfortunately, securities fraud tends to lead to big news in a down market. We will discuss avoiding claims with proper disclosures. We will also cover trends in credit facilities for your Fund. Other topics brought forth by PMG members – remember your participation is just not only welcomed, it's compulsory!

1:30 pm – 3:00 pm

### **CFL and/or REB Which One(s) Are Right? (MCLE General 1.5)**

**Robert Austin, President, Crawford Real Estate Services, Inc. | Nema Daghandan, Esq., Partner, Geraci Law | Michelle R. Rodriguez, Senior Compliance Counsel, Wright, Finlay and Zak | Dane Valadao, COO, ReProp Investments, Inc**

Your license: It's been great for a long time – but right for NOW? How do you originate? Raise capital? Do you pay third-party brokers? It all ties in. Some have one license, some both. Find out why.

What to consider, pros and cons of each, different regulators, and different costs. You'll walk away knowing the critical ins and outs, how to decide, and a comparison chart – just in case you missed *that one thing*...

3:00 pm – 3:30 pm

### **Networking Break**



## Thursday, October 27, 2022

3:30 pm – 5:00 pm

### CMA Master Session: 20 Years of Must-Know Concepts (MCLE General 1.5)

Sandy MacDougall, President, Mortgage Vintage, Inc. | Lori Randich, Principle, Bay Lauren Financial

Known as the 'Education Association' CMA has provided tons of critical content over the years. Sandy and Lori will give you a recap of some of the best, most crucial, and timely information CMA has offered, all in a snug 90-minute program. We'll cover plenty of ground, from underwriting, title, servicing, compliance, legal, marketing, and more. You'll also hear and see how a few CMA members have successfully applied these "Need to Know" concepts. Join your colleagues for a fast-paced, powerful summary of 20 years of top-level education. Don't risk missing that "one thing" that might save you thousands or help you make more/better loans.

5:00 pm – 6:30 pm

### Cocktail Reception

## Friday, October 28, 2022

7:30 am – 8:30 am

### Continental Breakfast in Exhibitor Area

7:30 am – 12:00 pm

### Registration

7:30 am – 12:00 pm

### Exhibitor Fair Open

8:30 am – 10:00 am

### Business Development in Today's Shifting Markets

MODERATOR: Shafiq Taymuree, Executive Vice President, Stonecrest

**LOOK:** Your current marketing made you a star ... but in this market? Does being a small- to medium-sized shop mean your sales force is also "hacking" business development? Or does it just fall on Mr. or Mrs. "Everything?" ... YOU? Larger companies, have you got this "wired?"

**CONSIDER:** Does this really make sense? What is it like to have a dedicated Business Development person and, (*WAIT, DON'T RUN AWAY!*) how can you replicate that *even if you aren't ready* to hire that person this year?

**INTERACT:** Join us. We will be fielding your questions. You'll get some ideas on what to plan, action steps to take and decisions to make. Take a critical look at dynamic marketing ideas in this environment, who should develop business *and how*, at Your Business!

10:00 am – 10:30 am

### Networking Break

10:30 am – 12:00 pm

### Current trends in Private Money (MCLE General 1.5)

Stephen Rexrode, Partner, Cushman Rexrode Capital Corporation

Join Stephen Rexrode as he moderates a panel of experts in a fast-paced discussion on current trends in the Private Money industry. They will cover changing market conditions, including increased cap rates and capital costs; raising capital - how we can take advantage of Wall Street's retreat; increasing competitiveness through marketing and the types of loans we're making and where; changes in foreclosure and collection strategy; regulatory updates; improvements in technology; and working with escrow and title.

12:00 pm

### Seminar Concludes