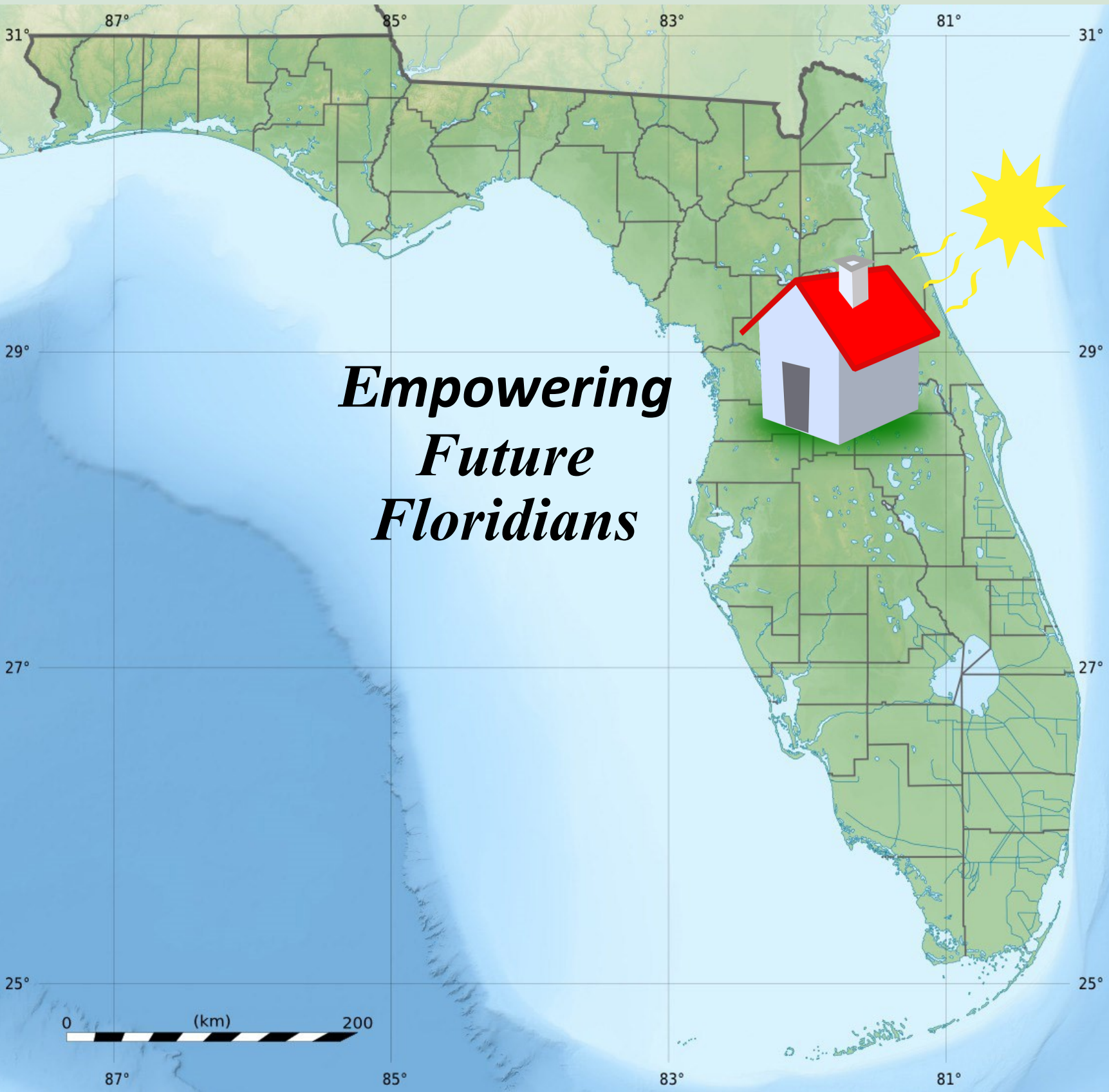




*65th Annual Convention*  
*June 20-21, 2018*  
*Vinoy Renaissance St.*  
*Petersburg*



## Wednesday June 20

### 8 AM GOLF—Isla Del Sol Yacht & Country Club—6000 Sun Boulevard—St. Petersburg, Florida 33715

The 18-hole "Isla Del Sol" course in Saint Petersburg features 6,392 yards of golf from the longest tees for a par of 71. Designed by Mark Mahannah, ASGCA, the Isla Del Sol golf course opened in 1977. The course is about 9 miles from the hotel and the drive is about 20 minutes. This will give you plenty of time to get back to the hotel for the 2 PM start of the convention.

To register please check and pay via your registration form. Georges Lussier is the golf leader (thank you Georges!), and he will be in contact with you with specific information. He will provide the foursomes to the course and you can request your own via your form.

### 10 AM—5 PM - Attendee Registration Open—Time to pick up your badge and convention materials.

#### 2—4 PM Annual Business Meeting—Everyone please attend to see how your association works!

- MBAF Presidents Address and Welcome to the Convention, Pat Gaver, President
- Legislative Report, Eric Prutsman, MBAF Legislative Representative
- Committee Reports, Committee Chairs
- Nominating Report/Election, presented by Kevin Strickland, Immediate Past President
- Member to Member - Learn about your professional association, MBA of Florida, and what we do for you. Hear from fellow members what their involvement has meant professionally and personally for them. If you are new or been around a while you will surely hear something you didn't know.
- Board of Directors and Committee Awards of Appreciation, presented by Pat Gaver, President

#### 4—5 PM The MindSide of Championship Excellence: Breaking the FishBowl

In this presentation, **Bhrett McCabe, PhD**, a leading clinical and sports performance psychologist, will layout the plan that top programs and athletes across the country rely upon to reach their own level of excellence. In today's sports and corporate world, the smallest of margins separate those who succeed from those who fail, but those minor differences are often significant ones on the mental side of the game. It is not just how you think, but what influences how you think, what influences your perception, and how each contributes to developing greatness.

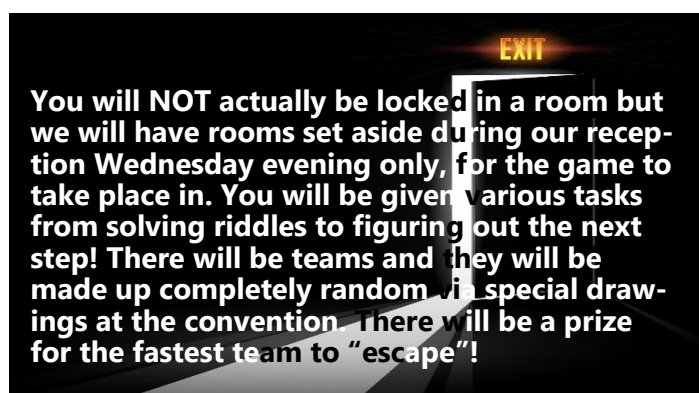
Dr. McCabe is the owner of The MindSide, LLC, in Birmingham, AL, and through The MindSide, consults with numerous collegiate and professional organizations for establishing empirically sound psychological performance programs. He is the consulting sports psychologist for The University of Alabama Athletic Department, working across all sports in the department. He also works with numerous PGA, LPGA, and developmental tour golfers, as well as coaches and instructors.

Dr. McCabe is an oft-requested presenter for keynote presentations, teaching summits, and organizational leadership conferences. His presentations have a common theme – informational inspiration. Blending the scientific background with the sound principles of the applied landscape, Dr. McCabe challenges each attendee to evaluate their current way of living and learn to challenge the status quo, what he calls "Breaking the FishBowl," through their thinking, their behavior, and their vision.

#### 5 PM Incoming Local Chapter Presidents Meet / Greet

All Incoming Local Chapter Presidents please meet at the MBAF Registration Desk. The purpose of this meeting is for introductions prior to the formal meeting tomorrow morning to elect your Local Chapter Representative.

### 5:30—7:30 PM Opening Welcome Reception with the Escape Game!



## Thursday June 21



- 8 AM**      **Attendee Registration Open—Time to pick up your badge and convention materials.**
- 8—9 AM**      **Attendee Breakfast**
- 8—9 AM**      **Incoming Local Chapter Presidents Breakfast—Election of Local Chapter Representative**

- 9—10 AM**      **MBA National Update**  
**David Motley, CMB**, Chairman of the Mortgage Bankers Association,  
President of Colonial Savings, F.A. and its divisions -  
Colonial National Mortgage and CU Members Mortgage  
<https://www.mba.org/who-we-are/officers/j-david-motley-cmb>



- 10—11 AM**      **Session, Speaker TBA**

- 11 AM**      **Refreshment Break**

- 11:15 AM –**      **Digital Mortgages**

**12:15 PM**      **Chris** will present "mortgage intelligence" coming up where there will be lots of activity and development this year. This is the concept that with digital data, we have the ability to create a more intelligent process that can predict follow-ups and additional data that will be needed, and bring these tasks up earlier in the process. This saves time/resources/money and creates a better process for lender and borrower. **Brian** will cover anything in the e-market of e-closings, e-recording and e-notary.

**Chris Trani**, Head of Commercial Sales – East, blend

**Brian D. Hughes**, Chief Operating Officer, Title Source

- 12:15—2 PM**      **Installation Luncheon and Brown L Whatley Award Presentation**

We are keeping with our new format having the Installation of Officers and Brown L Whatley presentation during the lunch instead of dinner. The Golf presentations will also take place. We hope you enjoy this extra special event!



- 2—3 PM**      **Agency Panel Updates**

**Dan Rogers, III**, Director, Atlanta Homeownership Center

**Christy Moss**, Senior Account Manager, Business Development, Fannie Mae

**Sharvon Jackson**, Asst. Loan Production Officer, VA, St. Pete

- 3 PM**      **Refreshments Available**

- 3 — 3:45 PM**      **Low and Moderate Housing**

**David Westcott**, Director, Homeownership Programs, Florida Housing Finance Corporation

**Mark Hendrickson**, President, The Hendrickson Company and At-Large BOD Member, Florida Housing Coalition

Hear about the Sadowski Housing Coalition and the issues that have transpired and also FTHB Bond Products overview.

- 3:45—**      **Death by Cliché and Other Business Buzzwords, Steve Richman, Genworth**

**5 PM**      *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.

- 5:30—7:30 PM**      **Cocktail Reception with All Convention Drawings /  
Giveaways /FUNdraising Take Place Here—So MUCH FUN!**



(Dinners on your own)

## Friday June 23

- 8—11 AM**      **2018/2019 Incoming Board of Directors Meeting and Breakfast**



## HOTEL INFORMATION

**Renaissance Vinoy Resort & Golf Club—501 5th Ave. NE, St. Petersburg, FL 33701**

<http://www.marriott.com/hotels/travel/tpasr-the-vinoy-renaissance-st-petersburg-resort-and-golf-club/>

**Direct 727-894-1000 Reservation** Toll Free: 1-888-789-3090

Reservations Local Phone: 1-888-303-4430

**Reservation Cut-Off Date—TUESDAY—MAY 29, 2018**

**MBA of Florida Group Hotel Reservation Online link:**

<https://aws.passkey.com/event/49275943/owner/6106/home>

Single/Double Occupancy \$215

Complimentary Internet in guestrooms for Marriott Reward Members.

Non-Members will receive a discount (\$7 per room, per night)

Group rate honored (3) days pre-and-post event dates, based on availability

No Resort Fees

### **Things to Know - Registration and Policy Information**

**Please register in advance.** This enables MBAF to give accurate counts to the hotel and have all your convention materials ready before you arrive. Remember to check off if you would like to golf and attend the installation banquet since these functions require exact counts. Three Ways to Register: Fax, Mail, Online! We accept: Visa, MasterCard, AMEX and checks.

### **First Time Attendees Receive a Discount**

First time convention attendees receive a \$50 discount off your full convention registration fee. Just check the box on the registration form and deduct the \$50. **\*Please note:** If a spouse/guest is employed in the mortgage banking industry, they must pay the full registration fee.

### **One Day Only Fees**

We will have a one-day only fee available for Wednesday or Thursday only. This fee entitles you to all events just for the day-time sessions you registered for. Evening events are separate. Discounts do not apply to this fee.

### **Convention Registration Cancellations**

The MBAF will accept convention registration cancellations in writing only by June 4, 2018 minus a \$75 non-refundable cancellation fee. There will be no refunds for cancellations after June 4th or for no shows. Once we make our guarantee to the hotel they do not allow any reductions.

### **Badges**

You will be given a name badge at the registration desk. This badge is proof of your registration and must be worn to all events to be admitted to all MBAF sponsored functions, or if your guest is not registered for all convention activities they must present a ticket for admittance. Staff will ask you for your badge to participate.

### **Dress Code**

For all seminars resort casual is appropriate. The Installation Banquet will be taking place at the luncheon this year. During seminars and events, remember to put your cell phones on silent and keep texting and returning messages until a break to be fair to those around you and the speakers.

## Speaker Bios (others will be added as we receive them)

# BRIAN HUGHES

## CHIEF OPERATING OFFICER

Brian Hughes is Title Source's Chief Operating Officer and leader of the company's daily title, appraisal and settlement service operations.

Brian began his career as Director of Operations for a financial transaction services provider, and has since worked in a variety of roles across the industry. Today, he has over 30 years of experience in his field and is a licensed title agent in multiple states. He holds a bachelor's degree in finance from the University of

Dayton and both Lean Six Sigma Champion and Green Belt certificates.

With nearly 20 years spent at Title Source, Brian is one of the company's longest-serving team members. As Chief Operating Officer, his primary focus is maintaining operational efficiencies and finding ways to improve company processes. Outside of the office, he enjoys spending time with his family and experiencing all that the great outdoors have to offer – often from the seat of a motorcycle or ATV, or from atop the deck of a boat.



**INNOVATION IS REWARDED. EXECUTION IS WORSHIPPED.**

TITLE  SOURCE

### **Shavon Jackson, Lender/Loan Specialist VA Regional Loan Center**

Sharvon Jackson graduated from University of Maryland University College with a Bachelor of Science degree in Human Resource Management and she holds a Masters in Management and Business Administration from the University of Phoenix.

Ms. Jackson began her federal service in July 2000 as an active duty military member with the United States Air Force. In September 2006 she began service with the Department of Veterans Affairs as a Program Assistant. In March of 2008 she began working in Loan Guaranty as a Loan Assistant where she worked her way to the Lead Loan Specialist and then on to the Assistant Loan Production Officer in 2014. She is responsible for reviewing and updating applications from mortgage brokers, banks and financial institutions for approval as VA lenders. She is responsible for updating approved lender information and ensuring federal regulations are applied as required. She is responsible for training lenders, brokers and realtors on VA standards regarding eligibility, origination, credit underwriting, processing, closing and guaranteeing as well as quality. She is a subject matter expert on credit underwriting and shares her knowledge with others as our team leader.

Mrs. Jackson successfully completed the "Instructor's Development Course" offered by the Baltimore Veterans Benefit Administration Academy in 2009. In the past, she has made oral and visual presentations to industry personnel on the requirements to meet VA standards in order to participate in the VA Home Loan Guaranty Program.





**Dr. Bhrett McCabe is the founder of The MindSide** and a Licensed Clinical Psychologist holding a PhD degree in clinical psychology from Louisiana State University (LSU), with an emphasis in behavioral medicine having completed his internship at Brown University in Providence, RI. While an undergraduate at LSU, Dr. McCabe was a 4-year letterman on the baseball team and was a member of 2 National Championship teams, 3 SEC championship teams, and 3 College World Series teams.

Dr. McCabe is a practicing Sports & Performance Psychologist who works with numerous athletes from the PGA and LPGA Tours, NFL, NBA, MMA, and serves as the sports and performance psychologist for the University of Alabama Athletic Department. Dr. McCabe has recently authored *The MindSide Manifesto: The Urgency to Create a Competitive Mindset* in order to help athletes, coaches, and leaders compete to the best of their ability. Dr. McCabe has published several academic journal articles, presented numerous scientific presentations, as well as provided insight and authored articles for trade magazines such as GOLF Magazine, Golf World,



**J. David Motley, CMB**  
Chairman



David Motley, Chairman of the Mortgage Bankers Association, is President of Colonial Savings, F.A. and its divisions – Colonial National Mortgage and CU Members Mortgage.

Colonial Savings, a federally chartered thrift institution headquartered in Fort Worth, Texas, maintains a network of eight depository branches in the DFW Metroplex and 21 loan production offices around the country. Colonial now services more than \$26 billion in residential home mortgages.

David has been an active member of MBA for more than two decades and has served in a variety of roles during that time including:

- 6 years as a member of the Board of Directors
- 8 years on MBA's Residential Board of governors, 2 as Chairman
- 2017 Chairman of MBA's Diversity and Inclusion Committee.
- 2015 Co-Chair of the Servicing21 Working Group, and more.

Recognized for his service to the industry, David is a recipient of MBA's Andrew D. Woodard Distinguished Service. Dedicated to grassroots advocacy, he has also been an active member of the Texas MBA (TMBA) since 1995, serving in several capacities as Secretary/Treasurer for the Board of Directors, Convention Chairman, and Board member from 1999 to 2005. In 2015 and 2016, David served as a member of the Community Bank Advisory Counsel for the Consumer Finance Protection Bureau.

David has a B.A. degree in Economics from the University of Texas at Austin, is a graduate of the School of Mortgage Banking, and holds a Certified Mortgage Banker designation.



**Christy Moss, Senior Account Manager,  
Single Family Business Development  
Fannie Mae**

Christy Moss is a Senior Account Manager in the Business Development organization for Single Family. Moss is responsible for identifying and developing lenders who would like a direct selling relationship with Fannie Mae. Additionally, the Business Development group supports Fannie Mae's presence at industry events helping to educate industry partners on a programs and policies.

Prior to joining Fannie Mae in 2008, Moss worked at Wachovia Mortgage and GE Capital Mortgage managing customer relationships for the correspondent divisions.

Moss has a bachelor of arts in Public Relations and Communications from Georgia State University.

Christy Moss is a Senior Account Manager in the Business Development organization and works out of the Fannie Mae office in Atlanta. Christy works to identify and develop new customers as well as provide support for existing lender relationships.

Before joining Fannie Mae in 2008 she spent over 20 years working with large investors, such as GE Capital and Wachovia in the correspondent lending channels.



**Steve Richman, National Spokesperson  
and Customer Trainer  
Genworth Mortgage Insurance**

Genworth's *That MI Guy*, Steve Richman, is our nationally recognized spokesperson and customer trainer. A natural speaker, Steve energizes, motivates and teaches mortgage and real estate professionals all over the country, and has consistently been one of the highest rated speakers at industry events. With more than 20 years in the mortgage industry, Steve has presented to thousands of mortgage professionals across all 50 states, representing more than 500 lending institutions.

A successful litigation attorney for several years, Steve transitioned to the mortgage industry, applying his legal expertise as a loan officer, account executive, and as general manager of a regional mortgage corporation, becoming an expert in the high LTV borrower market.

Steve is a Master Certified Negotiations Trainer, and is also certified as a trainer in DiSC Behavioral Profiling. He has a BA in Speech Communications from the University of Maryland, and earned his law degree from the George Washington University Law School.

His professional highlights include teaching the MBA program at the Sellinger Business School, and as guest lecturer for the Columbia University Business School's MBA program.



**Dan Rogers III, Director  
Atlanta Homeownership Center  
U.S. Department of Housing and Urban Development**

Dan Rogers, III is the Director of HUD/FHA's Atlanta Homeownership Center (HOC). Serving in this role since January 2009, he is responsible for the oversight, promotion and utilization of the Federal Housing Administration's (FHA) Single Family-Family Programs. He manages FHA's Operations/Customer Service, Processing and Underwriting, Program Support, Real Estate Owned and Quality Assurance Division activities. The Atlanta HOC's jurisdiction covers the Southeast/Caribbean, and the States of Indiana and Illinois; which is comprised of 10 States and the Commonwealth's of Puerto Rico and the U.S. Virgin Islands.

Dan moved to Atlanta in 1997 to serve as the Atlanta Processing and Underwriting Division Director. Upon creation of the HOC in 1998, he became the Deputy Director responsible for the HOC's day to day operations.

Prior to Atlanta, he worked in the Orlando Field Office, serving in several management positions, including Chief of Mortgage Credit, Asset Management, Production and Real Estate Owned Divisions.

In 1986 his HUD career began as an Underwriter in Birmingham Field Office.

Prior to joining the Department, he worked at a leading law firm in Birmingham, Alabama.



**David Westcott, Director of Homeownership Programs  
Florida Housing Finance Corporation**

David Westcott was appointed Director of Homeownership Programs at Florida Housing Finance Corporation in October of 2005. In that capacity, he oversees all of Florida Housing's Homebuyer Loan and Down Payment Assistance Programs. Prior to his appointment as Director of Homeownership Programs, he served as Florida Housing's Multifamily Bonds Program Administrator for four years. Prior to that, he practiced real property and administrative law in both the public and private sectors in Tallahassee.

Mr. Westcott received his Bachelor of Science in Political Science and his Juris Doctor degree, with Honors, from Florida State University.

