

2025 - 38th Annual Conference & Tradeshow

Program Highlights

Date: Monday, November 10, 2025 | **Location:** Marina Del Rey, 1 Marina Drive, Throgs Neck NY
Hosted by: New York Association of Mortgage Brokers

 **8:30 AM – 9:30 AM**

Check-in & Breakfast with Exhibitors

 *Exhibit Hall*

Start your day by visiting with each of our vendors exhibitors over a full breakfast. The Exhibit Hall remains open all day.

 *Sponsored by: Plaza Home Mortgage*

 **9:30 AM – 9:45 AM**

Opening Remarks

Speakers:

- Nicholas Castronova, President
 - Mark Favaloro, Chairman of the Board & Conference Chair
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 **9:45 AM – 10:30 AM**

General Session A

Topic: *AI-Powered Sales Strategies: The Missing Edge for Marketing Domination*

Featured Speaker: Jeff Lobb, Founder & CEO, SparkTank Media & Coach52

Discover how AI is redefining mortgage marketing, lead generation, and client retention. Walk away with tools and insights to stand out in a crowded market.

 **10:35 AM – 11:10 AM**

General Session B

Topic: *Industry Round Robin – Re-shaping the Broker Experience: Technology Innovations for New York's Mortgage Market*

Panelists:

- Justin Glass, SVP of Sales, UWM
- Deborah Robertson, Divisional Manager, Plaza Home Mortgage
- Scott Houpp, Pennymac TPO
- Carrington Mortgage

A power-packed session on the future of wholesale mortgage brokering through tech and AI.

 **11:15 AM – 11:25 AM**

10-Minute Break

Grab a coffee and network before the next session begins.

 **11:30 AM – 12:00 PM**

General Session C

Presentation by UWM

Gain insights from one of the industry's leading wholesale lenders.

 **12:15 PM – 1:30 PM**

Annual Membership Meeting & Awards Luncheon

 *Bellagio Room with Exhibitors*

Awards presentation, full hot buffet lunch (Kosher options available), and open bar.

 *Sponsored by: UWM*

 **1:45 PM – 2:45 PM**

General Session D: NYSDFS Cybersecurity Updates

Invited Guest Speaker: tba

 **2:45 PM – 3:00 PM**

Afternoon Break

Enjoy coffee and cookies as you recharge for the final sessions.

 **3:05 PM – 3:45 PM**

General Session E: Mortgage Technology – The AI Revolution

 **3:05 PM – 3:15 PM**

Beyond the Data: Building Better Relationships

Speaker: Steven Wynands, Founder & CEO, RETR

Using AI, systems, and personalization to increase production.

 **3:20 PM – 3:30 PM**

Marketing on Overdrive

Speaker: Lyndsay Magre, VP of Marketing, Aduvo

Automated nurturing, smart data, and pre-built content that drive repeat business.

 **3:35 PM – 3:50 PM**

General Session F:

Topic: Beyond FICO: The Rise of VantageScore and Its Economic Impact on New York Consumers

Speaker: Eric Stuerken is the co-founder of Better Qualified

Credit scoring impacts nearly every financial decision — from mortgage approvals to small business loans. The transition from FICO dominance to a more balanced ecosystem that includes VantageScore isn't just about technology; it's about economics. By broadening access and reducing bias, New York consumers gain more affordable credit, lenders see lower risk, and the economy grows stronger from the bottom up.

 **3:55 PM PM – 4:05 PM**

General Session G:

Topic: “A Better Way to Offer Benefits: How the Optima’s Benefits Trust Is Changing the Game”

In today's competitive labor market, small and mid-sized employers are under increasing pressure to offer high-quality benefits while managing rising costs and limited administrative resources. The **Optima Benefits Trust** was built to change that.

Speaker: Brandon DiCesare is Principal at Optima Benefits & Payroll

 **4:10 PM – 4:25PM**

General Session H:

Topic: Closing Day Confidence: How Title Teams Keep Deals on Track

Speaker: Jamie Agoglia, Founder & CEO, Ram Abstract Ltd.

Discover how expert title teams ensure smooth, stress-free closings.

 **4:30 PM – 4:50PM**

General Session I:

Topic: AI vs. AI: How Mortgage Brokers Can Use Autonomous Defense to Stop Cyber Attacks and Fulfill NY DFS Compliance

Speaker: Al Alper, Founder & CEO, Absolute Logic

The Cyber Battlefield Has Changed. Don't Get Caught Unprepared.

AI is no longer a marketing buzzword—it is now the primary engine of both cybercrime and cyber defense. Don't miss this crucial presentation!

Don't miss this crucial, high-stakes presentation!

Watch as industry expert **Al Alper**, CEO of Absolute Logic and a long-time Platinum sponsor of NYAMB, breaks down the current state of **AI-driven attacks targeting the financial sector**.

More importantly, he will provide **actionable strategies** for how mortgage brokers and LOs can immediately leverage AI-powered tools to achieve:

- **Rapid Threat Containment:** Stop attacks faster than a human ever could.
- **Self-Repairing Infrastructure:** Your systems fix themselves, minimizing downtime.
- **Continuous Risk Scoring:** Always know your compliance status in real time.

This session will show you how to transform AI from an amorphous threat into your most powerful **security and compliance co-pilot**—not only reducing risk but also demonstrating the continuous monitoring and reporting capabilities required by New York's strict **23 NYCRR 500 regulation**.

 **4:50pm PM – 5:10PM**

General Session J:

- Walter Contreras, Founder & CEO, Motiva Networks

Insights into how AI is transforming broker-consumer relationships and business models.

 **5:15 PM – 6:30 PM**

Exhibit Hall Open / Evening Reception

Vendors, food, open bar, and raffles to close out the day.