



An Iowa Mortgage Association Educational Seminar

# Business Planning for Loan Officers

**Tuesday, January 8**  
Iowa Bankers Association, Johnston  
**Wednesday, January 9**  
The Isle Hotel, Bettendorf



Join us for a Business Planning Retreat. This time is designed to energize you with new ideas for 2019 and help you to build a solid business plan that will put those ideas into action. We will have group work sessions, idea brainstorming and plenty of ways that you can transform your production for the next 12 months. At the end of the day you will walk away with a complete business plan to implement in 2019. Plan to dress casual and stay energized because we are going dive deep and work hard on building our business at this class.

### Workshop Agenda:

- 9:30 a.m. Registration
- 10:00 a.m. Learn what top producers are doing and how you can organize your plan
- 11:30 a.m. Lunch (provided)
- 12:45 p.m. Begin breaking down the plan with breakout groups, interactive work sessions and samples of business development activities
- 2:00 p.m. Build your personal plan
- 3:00 p.m. Adjourn

Event Sponsor: Thanks to Arch MI for sponsoring breaks and lunch!

Presented by:

**Laura Kay Sheely, Arch Mortgage Insurance**

We will be led by Laura Kay Sheely from Arch MI. Laura Kay has been teaching sales producers for over 15 years. She will help to coach you into your next level of production.

### Location

**Tuesday, January 8**

Iowa Bankers Association  
8800 NW 62nd Ave., Johnston, IA

**Wednesday, January 9**

The Isle Hotel  
1777 Isle pakwy, Bettendorf, IA 52722

### Questions:

For questions about the seminar, call the Iowa Mortgage Association at 800-987-7365 or email Darcy Burnett at [dburnett@iowabankers.com](mailto:dburnett@iowabankers.com).



## Iowa Mortgage Association

8800 NW 62nd Ave., PO Box 6200, Johnston, IA 50131  
Ph. 800-987-7365 • [www.iowaMA.org](http://www.iowaMA.org)

### Registration:

- IMA Members \$50
- Nonmembers \$100

Fee is per person

Registration fee includes continental breakfast, lunch, refreshments and all handouts. Cancellations accepted one week prior to event less \$20 cancellation fee.

Substitutions allowed any time.

### Return to:

Attn: Registrar, IMA  
PO Box 6200

Johnston, IA 50131

or online at <https://iowama.org/events/>

## Business Planning

Jan. 8 - Johnston  Jan. 9 - Bettendorf

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Name \_\_\_\_\_ E-Mail \_\_\_\_\_

Name \_\_\_\_\_ E-Mail \_\_\_\_\_