

SECUREN

SOUTHEAST CREDIT UNION REAL ESTATE NETWORK

2021 Fall Conference Agenda · Oct 20 – 22, 2021

Wed Oct 20

12:30 pm until	Golf Tournament · Shotgun start - The Preserve at Verdae
6:00 to 7:30 pm	Welcome Reception · The Westin Poinsett

Thu Oct 21

8:30 to 9:00 am	Breakfast / Networking / Sponsor Forum
9:00 to 9:15 am	Welcome & Introductions – Todd Lambright, Board President of SECUREN
9:15 to 10:00 am	Session 1: Bill Bodnar, Chief Market Analyst at Mortgage Market Guide Topic: Secondary Market Update and Real Estate Forecast
10:00 to 10:15 am	Break sponsored by Bronze Sponsors
10:15 to 10:45 am	Session 2: Todd Lambright, VP of Retail Sales at Georgia's Own Credit Union Topic: Leading with Purpose
10:45 to 11:30 am	Session 3: Kristin Messerli, VP of Financial Services at Experience.com Topic: Staying Ahead of the Curve in Digital
11:30 to 12:30 pm	LUNCH: Sponsored by Gold Sponsors
12:30 to 1:15 pm	Session 4: Doug Smith, Nationally-Acclaimed Speaker, Author and Sales Trainer Topic: Running a Productive Day
1:15 to 1:30 pm	Break sponsored by Bronze Sponsors
1:30 to 2:15 pm	Session 5: Loretta Salzano, Esq., at Franzen & Salzano, P.C. Topic: The Compliance Landscape for the Credit Union Member
2:15 to 3:00 pm	Session 6: Joe Sheridan AKA "Credit Union Joe", Head of Business Development - SimplyFocused Topic: The 4 Step Process to Think Differently about Credit Union Marketing
3:00 to 3:15 pm	Break sponsored by Bronze Sponsors
3:15 to 3:45 pm	Special Session: Service Dogs for Vets
3:45 to 4:00 pm	Wrap-up & Door Prizes
4:45 to 6:00 pm	Reception Sponsored by Silver Sponsors
6:00 pm to until	DINNER: Sponsored by Gold Sponsors

Fri Oct 22

8:30 to 9:30 am	Breakfast / Networking / Sponsor Forum
9:30 to 10:15 am	Session 7: Krissy Hefton, Business Account Management Solutions, Sr. Associate at Fannie Mae Topic: DU Updates: Positive Rent History and Average Median Income
10:15 to 10:45 am	Session 8: Ron Crowe, Partner at Elite Digital Mortgage Consulting, LLC Topic: Successful E-Closings
10:45 to 11:00 am	Break sponsored by Bronze Sponsors
11:00 to 11:45 am	Session 9: Conclave Credit Union Roundtable
11:45 to 12:00 pm	Wrap-up & door prizes
12:15 to 1:00 pm	SECUREN Board Meeting