



President's Message
By Michael Azzarello, CMB
President, MBA of Florida

Greetings -

It is mid-November and the MBA of Florida is well into Q2 of our fiscal year and my term as MBAF President. Wow, how time flies when we are having fun! It was a successful Q1 for our association thanks to the support we receive from our Executive Committee, Directors, Local Chapters, Committee Chairs and committee members and most importantly our Executive Director, Brenda Thomas. Thank you to all who have donated your time and talent to our association to help create the opportunities for our members and associates. As we move toward the holiday season, I look forward to enjoying time with family and friends and I wish you all a very happy and healthy holiday season!

Let's review some of the accomplishments so far this year.

- Our industry is productive and profitable this year thanks to lower rates and a strong economy creating a mini refi boom.
- Our **Membership Committee** chaired by Richard Peek and Doug Lever has worked hard to renew existing members while recruiting new members who need to be part of our association. If you are a mortgage banker or vendor supporting our industry, you should consider MBAF membership to take advantage of all membership opportunities. If you want to help us increase membership please sign up and join this committee!
- Our new **Education Committee** chaired by Tim Bazell and Sherry Wenrich is off to a FAST start. A new Education link has been added to our MBAF website with helpful information where our members can improve your industry knowledge for personal success. I am also happy to report that our Quarterly Sales Training Webinar series started off with a bang on November 7th. Pat Sherlock, a national sales coach was gracious enough to donate her time to support our association. She presented training for LO's in the morning and a sales recruiting training for sales managers that afternoon. We had over 100 Florida mortgage sales people attend these two FREE webinars. [Click Here to Access the November 7th Webinars](#) Next sales training webinar is scheduled for February so watch for those announcements.
- The **MBA of Florida's Secondary Market and Convention Committees** met for the first time in October to begin the planning process for the 2020 "Back to Back" events. **Please mark your calendars now! June 17-19, 2020 17th Annual Secondary Market Conference and the 77th Annual Convention** to be held at the Hyatt Regency Grand Cypress in Orlando. Last year's conferences were an overwhelming success with the best national speakers and filled with learning and networking opportunities. This year the committees are again elevating both events even better and you will not be disappointed. Below in this newsletter you will find more information with the registration, exhibit and sponsorship information and the draft outline of the schedule. We could always use more committee members in helping plan these events, so please consider signing up for one of the committees. We especially would like some additional Secondary Marketing talent to help us insure a great Secondary Marketing Conference. Just email mbaf@mbaf.org and let us know.
- Sherry Gallitz, our President-Elect has volunteered to take on the challenge of a Mortgage Action Alliance (MAA) campaign for the state and local chapters. If you are not a MAA member, you should sign up and participate in the various political actions necessary to keep our industry productive and avoid political issues that could hurt your business opportunities.
- Robert Villalon is our **MPAC** chairperson and working hard with our legislative consultant, Eric Prutsman in Tallahassee, to be sure we are tracking mortgage industry legislation and the political campaigns who can help our industry most.

In closing I wanted to mention my participation during the MBA National Convention held in Austin, TX on October 27th - 30th. Not only did I attend some interesting sessions and other events, Alex Castellanos and I were able to meet with the MBA State Relations team including Krystal Thomas and Bill Kooper. MBA National is so willing to help our state association remain successful with offers of speakers at the state and local chapter levels. Sherry Wenrich is also working with MBA National on better educational and other ideas to improve our association. We will continue working closely with MBA National to be sure we embrace all opportunities available through our national partner.

So as you can see we have a lot of good things going on at the MBA of Florida. Please be sure to [sign up for our mailing list](#) to stay in touch and join us if you are not actively involved today! I look forward to hearing from you and seeing you at one of our next events.

Happy Holidays!