

By/par Kathleen Rowlands

The Challenge of Champions

The 2001 CIMBL Annual Conference and Trade Show



A.D. (Ric) McGratten
MCAP Mortgage Corporation,
Conference Committee Chair



Suzanne Allard
Multi-Prêts Hypotèques,
Trade Show Vice-chair



Kathy Gregory
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Vice-chair of the
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Committee



Karl Straky
Mortgage Intelligence
Programming Vice-chair.

FOR THREE DAYS, THE eyes of the Canadian mortgage industry will be on Toronto. Again this year, CIMBL will be hosting its Annual Conference and Trade Show, "The Challenge of Champions", at the Metro Toronto Convention Centre from November 18-20. The Conference Committee is producing an exciting event for the mortgage industry in Canada.

First and foremost, "The Challenge of Champions" is for everyone currently or investigating doing business in the Canadian mortgage market. "This is *the* mortgage industry conference in Canada, and the country's largest mortgage industry trade show," states A.D. (Ric) McGratten, MCAP Mortgage Corporation, Conference Committee Chair. McGratten goes on to explain that the theme,

"The Challenge of Champions" with its underlying messages of evolution, growth, winning, and managing change was chosen because of the desire for CIMBL members to learn how to compete in the modern economy and how to succeed.

To keep your business successful, it's important to stay on top of what is happening in the mortgage industry. "The 2001 conference sessions and the trade show floor will profile relevant and timely industry topics featuring industry experts" explains Suzanne Allard of Multi-Prêts Hypotèques, and Trade Show Vice-chair. It will also afford delegates the opportunity to hear from this year's impressive line-up of keynote speakers, such as Deirdre McMurdy, Business Editor of The Prime Network/Global TV and contributing

editor to *Macleans* magazine, and Tony Wilson-Smith, *Macleans'* Editor and one of Canada's most respected political commentators.

One of the first sessions at the conference is "How to Become, Stay and Feel Successful", presented by Floyd Wickman, a renowned real estate salesman, speaker, trainer and author. As a salesman, his production placed him in the top one tenth of 1 percent in the industry, averaging 86 listings each year for seven consecutive years. Taking place on the first afternoon, Sunday, November 18, this session promises to be a strong lead-in to the rest of the Conference and Trade Show.

The 2001 Conference and Trade Show will build on past success through informative education sessions that provide something for everyone. As with all CIMBL Conferences and Trade Shows, there will be a full roster of business-oriented seminars, break-out sessions, and the Annual General Meeting, along with some innovative new events. For instance, on Monday, November 19, CMHC will be managing and spon-

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