

**Summary Minutes**  
**CREF International Committee**

April 11, 2000  
Thacher Proffitt & Wood  
Two World Trade Center, New York, New York

- Joe Forte, Chair of the International Committee, hosted the meeting at his office, the law offices of Thacher Proffitt & Wood , Two World Trade Center, New York, New York.
- The Focus Group convened on April 11, 2000 from 9:30 AM to 11:30 AM. Several members also participated by phone.
- The Group consisted of 12 members representing a broad base of the MBA's constituency, including a member from Montreal, Canada. ( List of those in attendance , follows the summary minutes)
- The purpose of the Focus Group was to establish priorities for the Committee for 2000-2001 and to identify overseas and cross-borders outreach; and, by setting priorities provide the staff with guidance for the 2000-2001 budget.
- There has been a great deal of talk about "globalization" and what that means for today's mortgage banker. But there haven't been a lot of answers to that question. The Focus Group was convened to better develop goals and direction for the Committee. As one member in attendance stated, " MBA doesn't want to miss the boat on globalization".
- The Focus Group produced the following 3 priorities:

### 1. Mission Statement

- a. Promote access to foreign capital. Membership should be able to access foreign mortgage capital and have the opportunity to export or find new sources for product or product placement.
- b. Identify common transaction issues. Develop a reference of common property financing , valuation, legal, accounting, capital markets, and asset administration issues.
- c. Promote standardization.
- d. Use the MBA web site as an educational and informational tool for common issues and standardization.
- e. Attract foreign lenders who are not participating in the annual CREF convention, to come to the Convention

### 2. Support promoting /marketing of MBA at targeted foreign events

- a. Recommended forums

GRI – "Global Real Estate Institute" Berlin, Germany ; Sept 13-14, 2000

MIPAM- held annually in Cannes, France in March

- b. Marketing includes:

- Promoting the foreign event by distributing promotional literature to the MBA mailing list; MBA logo on promotional literature
- MBA membership information available at events
- Participation in sponsorship opportunities
- Distribution of MBA education and conference information
- Conducting a business to business networking event in conjunction with one of these foreign events --- MBA members meeting with members of key banks and

financial institutions

3. Develop an MBA marketing pamphlet "Who is a Mortgage Banker"

The pamphlet is inform foreign business cultures of the advantage of using a mortgage banker

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