

FOR IMMEDIATE RELEASE

CONTACT:

Andy Payment
For Vermillion Consulting Inc.
678-781-7222

Alex Shorter
For Vermillion Consulting Inc.
678-781-7207

Vermillion Consulting Announces Mortgage Champions Event for Managers, Owners
*-Leading industry consultant and sales trainer to lead two-day,
complete management training workshop-*

GRAYSLAKE, Ill., Jan. 23, 2007 – Vermillion Consulting Inc., a sales, leadership, and life management consulting firm dedicated solely to the mortgage lending industry, announced today that it has expanded its Mortgage Champions® event series to offer training for industry managers and business owners.

The first training event – to be held on April 19-20, 2007 at the Newport Beach Marriott Hotel and Spa in Newport Beach, Calif. – was created in response to overwhelming demand from managers and business owners whose sales staff had attended previous Mortgage Champions events. It will feature live training from some of the mortgage industry’s most prominent sales, leadership and management consultants.

“As the sales climate in the mortgage industry grows more and more competitive, managers and business owners must be able to coach, train and motivate their staff, streamline internal processes and deploy the tools necessary to better compete,” said Dale Vermillion, president and CEO of Vermillion Consulting. “At Mortgage Champions, we focus on developing the tools necessary to build a world-class mortgage company.”

The event will leverage more than 100 years of industry and business experience to cover a number of topics important to managers and business owners, including organizational structure, business efficiency, technology, team building, leadership, management and accountability.

Speakers include:

- **Dale Vermillion** – With more than 24 years of experience in the mortgage industry as both a sales executive and sales trainer, Vermillion has trained more than 100 mortgage businesses and 250,000 brokers, loan officers and wholesale account executives. He will discuss techniques for increasing productivity in the sales force and effective staff leadership.
- **David Lykken** – Lykken, president and founder of Horseshoe Bay, Texas-based Mortgage Banking Services Direct, has more than 33 years of experience in mortgage banking, advising numerous mortgage originators on how to grow business. He will discuss a number of the back-end issues facing managers and owners today, including operations, warehouse lending, converting from broker to banker and increasing profit in the secondary market.
- **Tim O’Neal** – O’Neal, president and CEO of Lake Forrest, Calif.-based Go Smart Inc., has more than 14 years of experience in the development and implementation of customer management strategies in the mortgage as well as other service industries. He will discuss current technology trends in the mortgage industry.

- **Doug Hanson** – Hanson, president and CEO of Katy, Texas-based Doug Hanson Performance Group, is an international peak performance coach and has enjoyed impressive accomplishments in athletics, business, music and speaking. He will discuss performance improvement through team and business transformation.
- **Dr. Ron Jenson** – Jenson, chairman of San Diego-based Future Achievement International, has more than 30 years of experience as an author, speaker and interviewer of hundreds of top leaders in the areas of leadership, life success, and influence. He will discuss personal leadership.

“As today’s challenging rate environment begins to intersect with important decisions in regard to processes and systems, the mortgage industry, more than ever, needs quality leadership,” said Lykken. “By expanding Mortgage Champions to provide training for both managers and business owners, Vermillion Consulting is filling a long-standing industry void.

Vermillion Consulting’s Mortgage Champions training series is offered several times per year throughout the U.S. The program is built around four core principles: integrity, value, relationship and differentiation.

About Vermillion Consulting Inc.

Vermillion Consulting Inc. is a Grayslake, Ill.-based sales, leadership and life management consulting firm dedicated solely to the mortgage lending industry. The company, led by 24-year mortgage industry veteran Dale Vermillion, has worked with more than 100 mortgage businesses and trained more than 250,000 mortgage brokers, loan officers and wholesale account executives through its CreativEdge™, CreativEquity™, and Mortgage Champions® series of specialized consulting programs, live training sessions and interactive training tools.

For more information regarding Vermillion Consulting, contact the company at 847-548-5737 or visit the company’s Web site at www.dalevermillion.com. For more information regarding Mortgage Champions, visit www.mortgagechampions.com.

###