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JANUARY-FEBRUARY 1985

Title News



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Installed at 1984 Convention

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Title News

Contents

Volume 64, Number 1

A Message from the President	5
Market, Human Resources Among Priorities Seen by ALTA Governors	7
Regional Seminar Set for Tampa	8
1984 ALTA Annual Convention Coverage	11
Automation Events Planned for 1985	33
Senior Vice President Emphasizes Recruiting	39
Around the Nation	42
Calendar of Meetings	51

Front Cover

In a time-honored tradition, new ALTA officers and governors were elected and installed during the Association's 1984 Annual Convention in Reno, Nevada, which attracted a record registration of over 1,200. For identities of the new ALTA leaders shown on the cover, please turn to page 4. A guide to Convention coverage elsewhere in the January-February issue is found in the contents listing on this page.



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Fort Worth, Texas

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Traditional Ceremonies Herald New Leadership



Following his installation as 1984-85 ALTA president, Jack Rattkin, Jr., is congratulated by Association President-Elect Gerald L. Ippel, left, in the photograph at right. In the other view, President Rattikin prepares to deliver his initial



address as chief officer of the Association during the Convention banquet; also shown from left are David R. Porter, master of ceremonies, and Mr. and Mrs. D. P. Kennedy. Kennedy completed his term as ALTA president at the Convention.

In a time-honored tradition, ALTA members gathered in record numbers for their 1984 Annual Convention at Reno, Nevada, to elect and install new leaders and face new frontiers. Prominent among the emerging challenges are the financial institutions deregulation issue and title industry automation, which are discussed by Convention speakers in this edition of *Title News*.

Making up the 1984-85 ALTA leadership team as pictured on the front cover in the upper photograph are, back row, from left, Title Insurance and Underwriters Section Chairman Marvin C. Bowling, Jr.; Immediate Past President D.P. Kennedy; Executive Committee Member-at-Large, Underwriters Section, Richard A. Cecchettini; Abstracters and Title Insurance Agents Section Chairman John R. Cathey and Treasurer W. H. Little. Front row, from left, are Executive Committee Member-at-Large, Abstracter-Agent Sec-

tion, James W. Mills, Jr.; President Jack Rattkin, Jr.; President-Elect Gerald L. Ippel and Finance Committee Chairman Richard P. Toft.

In the lower photograph on the front cover are three newly-elected ALTA governors, who are, from left, Cara L. Detring, Malcolm S. Morris and Mike Currier. Unable to be present for the photograph are two additional new governors, John A. Mueller, Jr., and Herbert Wender.

Photographs of the officers and executive committees of the two ALTA sections are found on the back cover.

After discussion and deliberation at the Convention, it was clear that new frontiers—which provided the theme for the meeting—present a formidable challenge to the title industry. And it was equally apparent that a strong and unified ALTA offers the most effective national approach for dealing with what lies ahead.

A Message from the President



It seems impossible that some three months have passed since my installation as president of the ALTA. However, it is said that "time goes fast when you are having fun." I, indeed, have been having fun by working each day with the ALTA office and the many committees which have been set up for this term. I am really excited about the rest of the year because I find that all the many people who volunteered to serve on committees are ready, willing and able to give their time and energy toward their industry and their Association.

I have received a great number of letters from people who requested to serve on committees, and consequently were appointed, stating how much they appreciate having been given the opportunity to do their part in the molding of our industry. With people on our team such as these, we cannot fail.

I look forward to my remaining seven months and all of the interesting problems and crises which will arise. Your officers, Board of Governors and your excellent staff are working almost full time to extol the virtues of our industry. We are all here to serve you. We desire your constructive criticism, as well as your accolades, and hope that you will feel free to call upon us at any time you desire.

You will find that *Title News*, and other ALTA publications, will continuously keep you up to date with what is happening during the year. Communication is necessary for success. We intend to continue communicating with you throughout the year and trust that, with your help, we will have the most successful year ever.

Recently, I attended a meeting where an unusual number of young title people were

in attendance. During one of the coffee breaks, we were all kidding one of the men present about reneging on a small wager (one which he actually never made). And, during the course of this discussion, we came around to the point that it may be possible that some of our more experienced title people are reneging on their obligations to the young and inexperienced title men and women in their various organizations. In reflecting on this conversation, I feel that this was a great opportunity to express to all members of the ALTA, both young and older alike, the fact that most young title people face problems that are not necessarily faced by those with more experience. I am, therefore going to set out a very few of the problems of young people and try to show the obligations that the senior employees of any office have in this regard.

It seems that the greatest perennial problem concerns the matter of dollar volume produced. Often the young escrow officer receives a great deal of criticism from his company because he has not produced enough volume, considering the number of customer contacts which he has made. I have heard these complaints time and time again, but rarely have I heard of a training program put on by individual companies wherein the subject of title sales and production was covered in detail. The average young title person just out of school is unaware of various methods which could be used to bring a potential customer to his or her individual desk. Not only is this true, but I rarely hear of a training program of any kind being put on by individual companies for the benefit of the young and/or inexperienced, whether that training be in the nature of proper appearance or the complexity closing an escrow transaction.

Most companies fail to start the novice on the right foot by supplying him or her with a complete and detailed job description of just what is expected of them. It would appear to me that the company's obligation is to set forth the new associate's duties and then to proceed to take on the obligation of proper training of that associate in the methods and procedures which set his or her company out from the rest. It is also the company's obligation to make the new employee aware of the types of premiums, as well as the many short cuts that can be taken in order to assure that the company stays in the "black."

The training program will not only help educate an inexperienced person, but will

also give him or her a feeling of confidence and pride in himself or herself. For a number of years, my own firm has been deeply involved in a complete training program. This program is geared to train each and every employee in the overall study of title insurance and abstracting, as well as the intricate details involved in an employee's specific duties. Everyone from delivery boy through company officer must go through this training before they can begin their every-day duties.

Therefore, I implore each of you to work up a training program for each and every young and/or inexperienced employee who comes into your company, and I assure you that the time involved will not be wasted. Your company will be repaid a thousand-fold by the additional business and monetary return, as well as the assurance and self confidence the young and inexperienced title person will gain from the knowledge that he or she, too, can become educated in this very technical business.

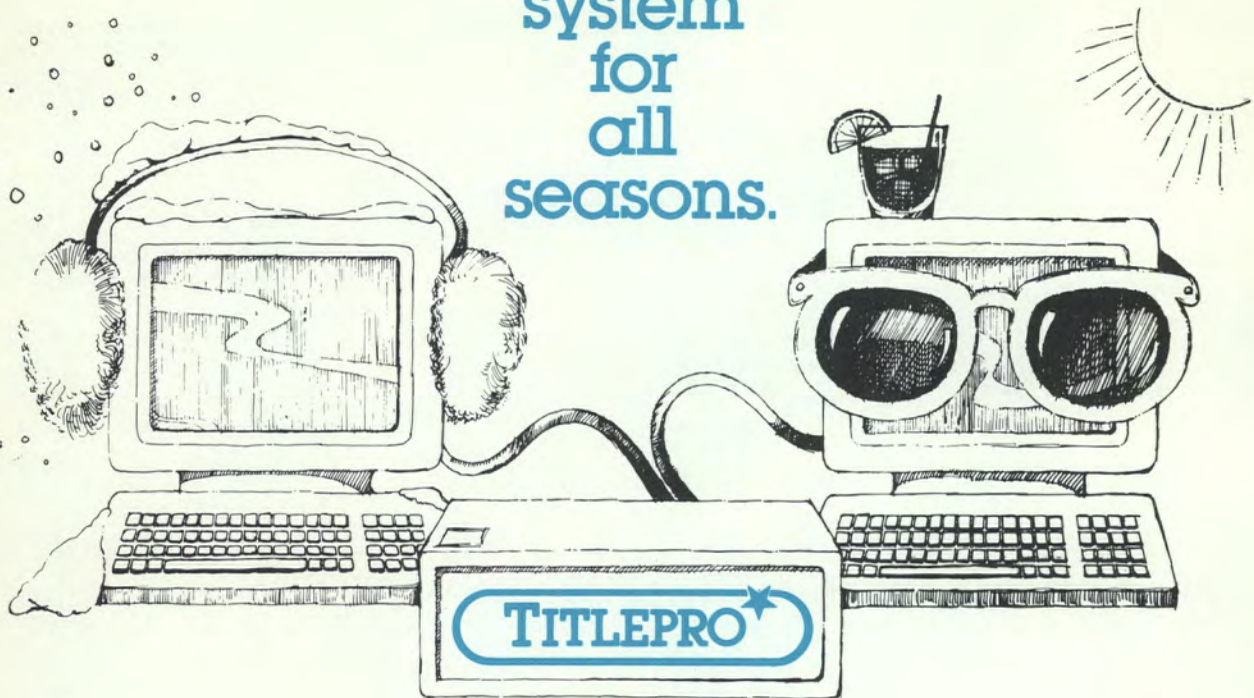
Another area of concern, where the senior associates of any company have fallen down in their obligations, is the giving of their time to answer questions for the novice title person. All of a young person's life, he or she learns that, if he or she does not know the answer to something, questions should be asked. Then, he or she is thrown into the business world and joins an extremely busy title company and receives nothing but rebuffs when he or she asks most questions. The old phrase, "It is in the books," no longer satisfies a young person's inquisitive mind, and the time involved in looking up the answers, when a senior member of the company could supply the information readily, is nothing but lost time as far as the ledger sheet is concerned.

If you encourage questions from your associates and take the time to answer them if you can, you will gain the respect and close relationship that could not be gained in any other way. No one is really too busy to invest a few minutes of time in a person who may one day prove to be the company's greatest asset.

I have named only two or three of the problems facing the young or inexperienced title person. Of course, there are many, many other problems which include getting the right opportunities, bad business refer-

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Market, Human Resources Among Priorities Seen by ALTA Governors

Changes in the market for title services, controlled business problems, building greater ALTA strength through expanded membership, ALTA unity, developing innovative managers who are able to cope with rapid developments, attracting and retaining qualified title personnel. These are among the priority challenges as seen by members of the ALTA Board of Governors profiled in this issue.

They are J. Herman Dance, president, Gold Coast Title Company, Boca Raton, Fla.; John R. Duffy, president, Hayward Land Title Company, Hayward, Wis.; Samuel J. Giuliano, president, USLIFE Title Insurance Company of New York, New York, N. Y.; Richard A. Johnson, president, Nebraska Title Company, Lincoln, Neb., and Albert R. Riggs, president, SAFECO Title Insurance Company of Maryland, Baltimore, Md.

Views expressed individually by these ALTA governors are as follows.

J. Herman Dance



Governor Dance, a past president of the Florida Land Title Association who currently serves as a member of the legislative committee of that organization, believes that title companies can compete effectively with controlled business operations emerging largely as a result of financial institutions deregulation.

"I feel strongly that the title agent or company providing good product and service can survive," he said.

Essential in the survival pattern is an active role in the local community, he added, pointing out that his company and employees are involved in many local endeavors including sponsoring and coaching T-ball, swimming and baseball teams—as well as serving on committees of the chamber of commerce, Realtor board, YMCA, Boy Scouts, Girl Scouts, etc.

Governor Dance, a 28-year veteran of the title industry, is an impressive example of his own philosophy. Holder of a CLS certification from the Florida Institute of Certified Land Searchers, he has served the Florida Atlantic Builders Association in several offices including second vice president—the highest office that can be held by an associate member—and he has brought in the largest number of new members to that group for any non-builder member. He is the first affiliate member of the Boca Raton Board of Realtors to receive an affiliate member recognition award for outstanding service to the real estate industry; this award has only been presented twice in 20 years.

John R. Duffy



Governor Duffy, a past president and past governor of Wisconsin Land Title Association, Inc., considers increased membership an item of major importance on the ALTA agenda.

"We must encourage as many people as we can to become and remain members, to increase our combined strength," he said. "Then ALTA

can speak with one voice for everybody."

Samuel J. Giuliano



Governor Giuliano, a past president of the New York State Land Title Association and a licensed certified public accountant, has been designated chairman of New York University's prestigious Annual Business Conference in 1985; the program for this event has included many outstanding business and financial leaders. He received his MBA degree from the NYU Graduate School of Business Administration.

With the complexity of new issues facing the title industry, Governor Giuliano sees a corresponding and increasing need for "broad-gauged managers who are innovative and have a creative thought process, rather than ones with highly technical skills."

He added, "The manager must be able to clearly define the company's mission and have the skills to be able to delegate authority and motivate staff in a constantly-changing socioeconomic environment."

Governor Giuliano said dramatic changes in real estate finance, market developments including modified roles for real estate brokers and the emergence of so-called "financial department stores," and federal and state governmental challenges all will affect the title industry in the future and add emphasis to the importance of managers who can adjust quickly to different situations.

Continued on page 40

Regional Seminar Set for Tampa

Following two successful ALTA regional seminars last year, the Association Abstractor-Agent Section Education Committee has scheduled the leadoff 1985 meeting in this series for Friday afternoon and Saturday morning, April 4 and 5, at the Tampa (Florida) Airport Marriott.

After input from affiliated regional and state title association officers and other industry leaders in the southeast, the committee under Chairman Carleton L. Hubbard, Jr., president, Stewart Title of Glenwood Springs, Colo., has developed a topical and thought-provoking seminar program geared for title company owners and managers.

ALTA Abstractor-Agent Section Chairman John R. Cathey, president, The Bryan County Abstract Company, Durant, Okla., and Chairman Hubbard will present brief opening com-

mentaries on the first day. After that, Jon C. Hall, a Miami, Florida, attorney and title agency president and chairman, will serve as discussion leader for a session on safe handling of funds at closing. He is president and chairman, Inter County Title of Florida, Inc., and president of the Real Property Institute, Inc. (a not-for-profit educational organization).

Next, John S. Thornton, Jr., senior title counsel, Ticor Title Insurance Company, St. Petersburg, Fla., will moderate a panel discussion on issues facing the title industry and the bar. Wrapping up on the opening day's agenda will be a session on automation in the local title office, with the discussion leader assignment handled by ALTA Land Title Systems Committee Chairman John D. Haviland, president, South Ridge Abstract & Title Co., Sebring, Fla.; Committee Member Dennis R.

Johnson, owner, C.W.P. Software, Spring, Tex.; and Dixie Land Title Association President Bruce S. Bobo, executive vice president, Colbert Title Company, Tuscumbia, Ala.

Leading off the second day program will be a session on improving employee productivity, with discussion leaders Dennis F. Peters, Florida Land Title Association president and president, Chicago Title Insurance Agency, Inc., Fort Lauderdale, Fla., and Larry Gibson, assistant vice president—director, training and development, Lawyers Title Insurance Corporation, Richmond, Va.

ALTA Title Insurance Forms Committee Member Chris G. Papazickos, senior vice president and general counsel, American Title Insurance Company, Miami, Fla., next will conduct a title insurance clinic before Chairman Cathey moderates a feedback session to complete the program.

As with the 1984 regional seminars that attracted 100 paid attendees at Bridgeton, Mo., in April and 110 paid participants at Jantzen Beach, Ore., in October, the Tampa seminar will be structured for maximum emphasis on audience discussion and experience sharing.

Registration for the Tampa event is \$60 for ALTA members and \$100 for non-members. A block of sleeping rooms has been reserved at the hotel for the night of Friday, April 5—at \$67 for either singles or doubles. Reservations may be confirmed or extended if desired by calling Marriott toll free at 800-228-9290. Those calling are asked to identify that they are reserving from the ALTA block in order to receive the aforementioned rate.

The hotel will release all sleeping rooms not confirmed by Friday, March 22.

Registration checks made payable to Amer-

ALTA Southeast Regional Title Industry Seminar

Friday, April 5

- 1:00 p.m. Welcome (John R. Cathey, Carleton L. Hubbard, Jr.)
- 1:15 p.m. Safe Handling of Funds at Closing: The Challenge
- 2:45 p.m. Break
- 3:00 p.m. Issues Facing the Title Industry and the Bar
- 4:00 p.m. Automation in the Local Title Office
- 5:00 p.m. Adjourn for Cash Bar Reception

Saturday, April 6

- 8:30 a.m. Improving Employee Productivity
- 10:00 a.m. Break
- 10:15 a.m. Title Insurance Clinic
- 12:15 p.m. Seminar Feedback
- 12:30 p.m. Adjournment

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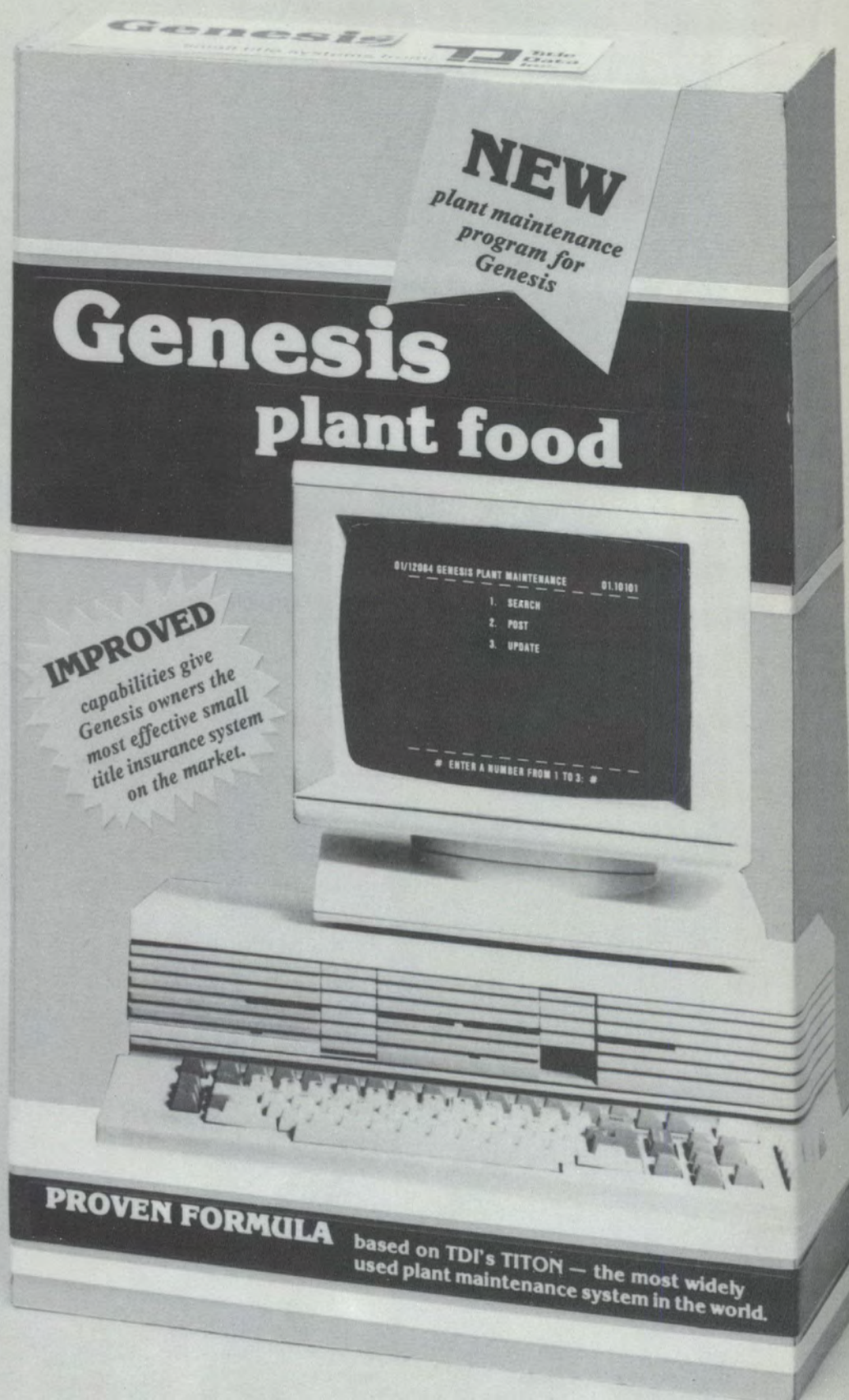
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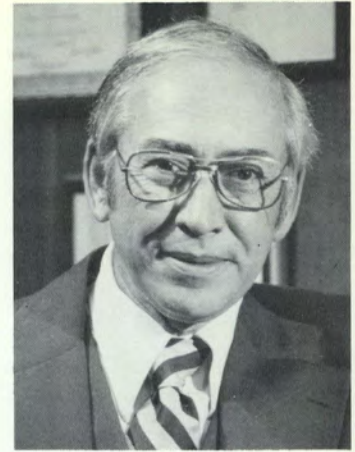
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John Ruskin (1819-1900)



R. "Joe" Cantrell
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The New Frontiers

Roger N. Bell

Don Kennedy has chosen New Frontiers as the theme of this convention. He says it encompasses the challenge of financial institution deregulation and the rapidly-changing area of land title automation. The automation we are certainly covering well at this convention with the many AUTOMATION SYMBIOSIS exhibitors we have and the Tuesday morning workshop consisting of three separate, concurrent sessions on various forms of automation. The financial institutions deregulation problem is more than sufficiently covered in the Wednesday general sessions. Why is this so important to the title industry? Congress is in the process of developing public policy to determine the extent of deregulation of our financial institutions. If the bank deregulation efforts should include the business of insurance, you and I and other underwriters and abstractor-agents will in some measure lose control over the delivery processes of the title insurance product. In fact, if financial services deregulation is adopted, many of us may not be able to effectively compete for title insurance business. Our present system works, and it works effectively, and it is incumbent upon all of us to flex our muscles, to be heard, to lobby our legislators in an effort to ward off the obvious conflict of interest potential if in fact the

financial community should be permitted to offer title insurance services.

You ask, can an association of our size have any bearing on the outcome? Of course it can. Sure, we are not as large as many of the national trade associations—the home builders, the Realtors, the American Bar, or the mortgage bankers. Many times, however, our smaller numbers work to our distinct advantage. We have the CEOs and owners of the member companies serving in this Association. Our members are located in every county seat in this country. We know the county officials, many of whom later become state and even national figures.

In this room and over the 50 states, we have members who are or have been mayors, school board members, university and hospital trustees, state legislators, church leaders, United Way chairmen, presidents of the chamber of commerce. In other words, community leaders who know how to work together and know how to get a job done. These leaders are here today in this room. The high quality of our active membership produces the great leadership that is evident in this Association.

Government Affairs A Priority

Over the years and in particular the last eight years, ALTA has developed a sophisticated and well respected government affairs operation. In 1976, we established a government relations department. Large underwriters, small underwriters, agents, and abstractors agree that the Association should place a high priority in addressing federal and state legislative and regulatory initiatives affecting the land title industry. We have an excellent nationwide grass roots lobbying nucleus. We have the tools to educate members of Congress, state legislators, and regulators on the important role title insurance and the title industry plays in the safe and secure transfer of real estate.

I might remind you of some of our successes. Now understand, in many instances these are not totally ALTA successes. But, ALTA was giving help when asked and where needed in all these instances.

First Allen County [Indiana] Bar Association said, "We are not going to accept title policies unless they are based on an examination performed by a member of our bar association." Local companies in that area contacted us, Bill McAuliffe and Tom Jackson, who was our general counsel at that time. We met with the Justice Department, who in turn filed a civil action against the bar. The bar backed down and the title industry won.

The Larry Printz case. The Alabama State Bar filed an unauthorized practice of law suit against Printz. He sought and received assistance from Tom Jackson and his partners and the bar association did not pursue the matter. The title industry won.

Coffee County Abstract and Title Company was hit with an unauthorized practice suit by the Alabama Bar. ALTA provided money and the assistance of Tom Jackson and Pat Gurne from his office. The Supreme Court ruled in Alabama that Coffee County could conduct closings and we won.


The New Mexico Bar filed an unauthorized practice suit against Guardian Title and others over filling in blanks, selecting deed forms and calculating closing statements, claiming that this constituted the unauthorized practice of law. Tom Jackson filed an *Amicus Curiae* brief and argued on behalf of ALTA and the New Mexico Land Title Association before the New Mexico Supreme Court. We won that one, too.

ALTA has taken a lead position for the industry in hearings by the Virginia State Bar over title industry practices and, as a result,

Bell is an ALTA past president who currently is serving as chairman of the Title Industry Political Action Committee. He is president, The Security Abstract & Title Co., Inc., Wichita, Kansas.

Continued on page 44

SULCUS. Answers the Question: **"Why Bundled Automation?"**



These days you can buy a computer and software programs from anybody. Why buy "bundled"... from a company that insists it all be tied together? Because these days you can buy from anybody, and there's the danger.

You buy a terminal, processor, and printer from the corner store. Then you shop. Mom has the best price on word processing. Pop's got the finest in closing documentation. Brother-in-law, the computer genius, can customize it to your exact needs. Now get ready to meet UD-11, the computer port. Changing the chip five times a day is a small price to pay for the system you want. And when you have a question, call your friendly neighborhood dealer: He'll put you in touch with a users' club whose members have the same problems.

When it's said and done, you have a computer kit. Tab A fits in Slot B (except in brother-in-law's version).

A Bundled System Comes Complete

With a turnkey system from SULCUS, everything comes "assembled"--hardware, software, training, ongoing support. Ready to run. No missing pieces, no extra pieces.

You gain the right price/performance hardware--from stand-alone systems for a two-person office to interconnected systems linking several users, several sites. You gain the most complete range of industry-related software in the country--from single-purpose programs that prepare and complete specialized legal documents, through multi-faceted programs that flexibly accommodate the full range of your paperwork, to general-purpose business programs. You receive hands-on training done by experts, and the comfort of knowing that, whatever arises, help is always at hand. And the whole package is integrated into a system.

In a System, All the Pieces Fit

When you buy a complete, integrated system, you can save your handyman skills for where they belong. Your package

TAB A FITS INTO SLOT B

is ready when it's delivered. When you're ready, the additions you envision will slide right into place as though they were designed for you (they were). You won't need brother-in-law to make the adaptations.

Your Instructions Are Really Yours

A system designed for specific purposes means an end to multiple-choice instructions ("If you have Set-up A, turn left; Set-up B, turn right"). All your manuals and guides bypass the unnecessary side turnings to take you in the direction you want to go. Better yet, you don't go your way unguided. Training specialists pace you through the steps you need to become first capable, then adept.

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Of course you can buy a computer from anybody. But if you want an automated business system, not just a computer, look at the one that is complete, demonstrated, designed with you in mind. Look at the SULCUS Series 6000 that gives you automation, not just a computer.

Or you can fit Tab A into Slot B.

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COMPUTERS

**Bundled Automation for legal, financial and
real-property-related organizations**

Insurance and Banking Don't Mix

Robert F. Froehlke

Let me preface my remarks today by saying that they will be practical, not legalistic. From a legal point of view, certainly banking and insurance *can* mix . . . simply by lifting the existing legal restrictions.

But, from a practical standpoint, if banks were allowed to compete for insurance business, they would have a grossly unfair advantage.

I'll admit that, coming from a moderate Republican who is also the chairman of a company that has a lot riding on the decision of this issue, this conclusion may sound a bit suspicious.

Certainly, I'm always suspicious of industries that want to build a fence around themselves. Free and fair competition is what makes the free enterprise system work. Protectionism only bogs it down.

Yet, that sounds like what I am recommending.

But let me repeat myself: *free* and *fair* competition is what makes the free enterprise system work. Free and fair competition.

If banks and insurance companies can do their thing in an environment of free and fair competition, then I say, "Have at it." But it is not enough to have a level playing field. We must play the same game, by the same rules, and start with the score at zero to zero.

But, are we playing the same game, given our financial system?

Froehlke is chairman of the board, The Equitable Life Assurance Society of the United States, third largest life insurance company in the nation. His offices are in New York, New York.

Banks are the heart of our financial system. Banking is vital to the functioning of the economy, commerce and trade. It is the system whereby money is created; the means by which the Federal Reserve conducts monetary policy; the link between the U.S. and worldwide financial markets. A bank's failure impacts not only its owners, but its depositors as well. A bank failure can threaten the nation's payment mechanism.

Protections, Privileges of Banks

For all these reasons, banks have special protections and privileges. They are assured FDIC protection of the depositor; they have access to the Federal Reserve discount window; they receive government assistance in foreign debt restructuring, and they benefit from special tax arrangements. They are playing a completely different game than the insurance business.

I'm not saying banks shouldn't have these special protections and privileges. But their unique position puts them in a different game than we're in, with different rules. If they were allowed into the insurance business, they would enter with an unfair competitive advantage—the backing of the U.S. government in case of failure. This would allow their insurance subsidiaries to take substantially greater risks than insurance companies that do not have "sugar daddy" banks behind them.

Level playing field or not, it seems quite clear that banks and insurance companies are playing—and should play—completely different games. To allow them to compete makes no sense.

Is the solution to let the insurance industry into the banking business, to extend to our companies all the special powers, privileges and protections that banks have, while allowing banks into our business?

The answer is no. Insurance companies, important as they are, do not serve the same function in our economy. They, therefore,

should not have the special protection and privileges that banks are given by government.

Self Protection

Then, you might well ask, why are insurance companies buying non-bank banks? The answer is quite simple. Until Congress definitely states that banks can't get into the insurance business, the insurance business must protect its interests. It is legal to buy a non-bank bank, and, once you have one, you are ready to move, should Congress make the wrong decision.

I believe that, politically, it is unwise to argue that, while banks should not be allowed in the insurance business, insurers should be allowed to own banks. Legally, this might make sense, but it is impossible to convince the public that this is a fair approach. Therefore, my company, the Equitable, takes the position that both banks and insurance companies should each stay out of the other's business.

Let's look at this issue from another viewpoint, that of the customer.

Banks argue that the market is demanding that all financial services be integrated. Is this true?

Our research indicates that the public is disinterested in whether banks get into the insurance business. They may not oppose it, but there certainly is no great clamor from the public to allow the banks to get into the insurance business. All the pressure is being generated from one source—the banks.

Would consumers get a better deal if banks could offer insurance?

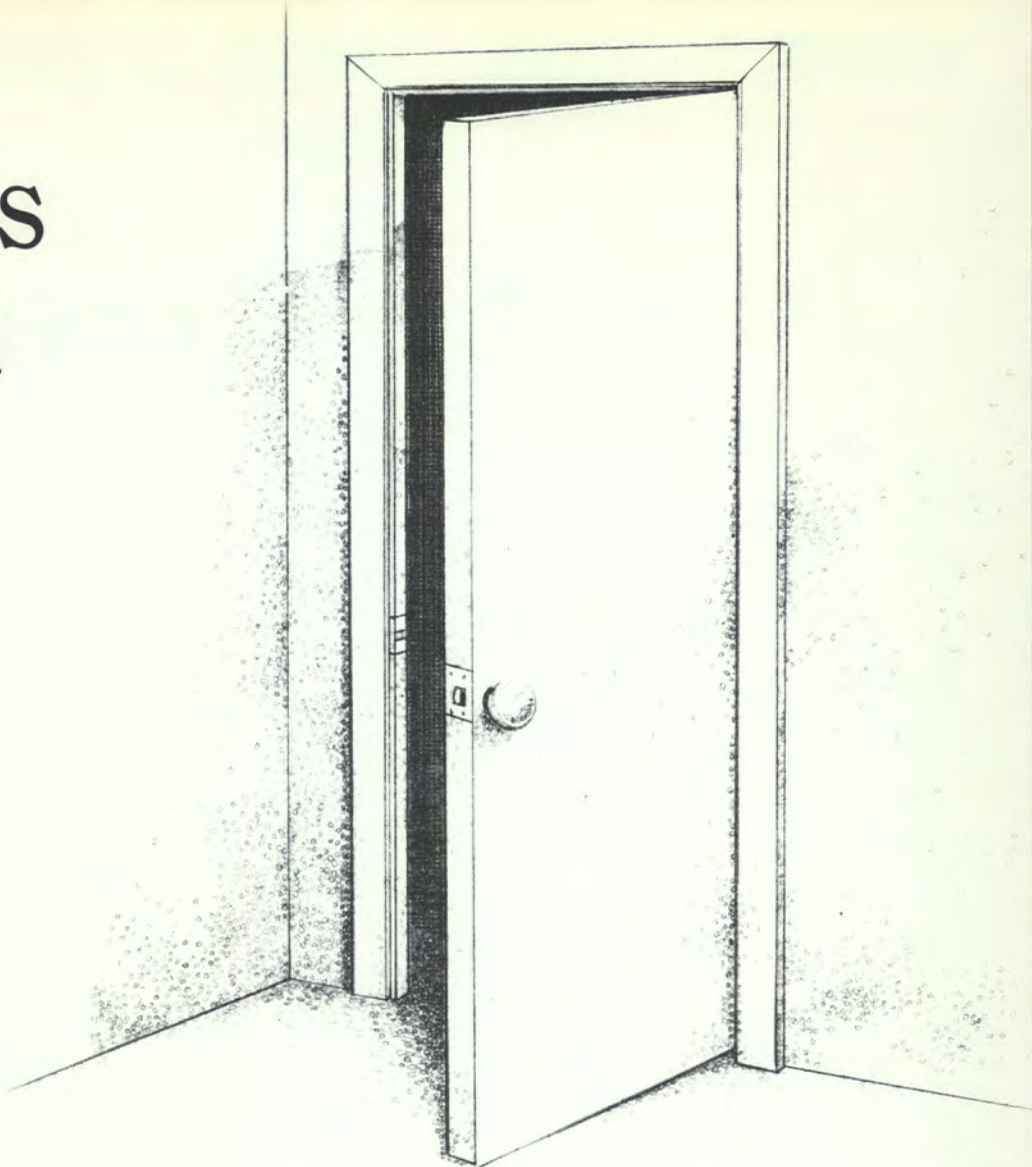
Let's look at human nature. Bankers are essentially honest. They obey the law just as you and I do. I don't think they would literally coerce a customer to buy insurance from their

Continued on page 45

What goes on behind closed doors . . .

in the title industry? Do your customers really know? The brochures and visual aids listed below can be a tremendous help in advising the public and your customers on the important and valuable services provided by the title industry.

These materials may be obtained by writing the American Land Title Association.



Brochures and booklets

*(per hundred copies/shipping and/or postage additional)

House of Cards

This promotional folder emphasizes the importance of owner's title insurance..... \$22*

Protecting Your Home Ownership

A comprehensive booklet which traces the emergence of title evidencing and discusses home buyer need for owner's title insurance..... \$30*

Closing Costs and Your Purchase of a Home

A guidebook for homebuyer use in learning about local closing costs. This booklet offers general pointers on purchasing a home and discusses typical settlement sheet items including land title services..... \$30*

Things You Should Know About Homebuying and Land Title Protection

This brochure includes a concise explanation of land title industry operational methods and why they are important to the public..... \$22*

The Importance of the Abstract in Your Community

An effectively illustrated booklet that uses art work from the award-winning ALTA film, "A Place Under the Sun" to tell about land title defects and the role of the abstract in land title protection..... \$35*

Blueprint for Homebuying

This illustrated booklet contains consumer guidelines on important aspects of homebuying. It explains the roles of various professionals including the broker, attorney and titleperson..... \$40*

ALTA full-length 16mm color sound films

A Place Under The Sun (21 minutes)

Animated film tells the story of land title evidencing. \$155

1429 Maple Street (13½ minutes)

Live footage film tells the story of a house, the families owning it, and the title problems they encounter \$140

The American Way (13½ minutes)

Live footage film emphasizes that this country has an effective land transfer system including land recordation and title insurance..... \$140

The Land We Love (13½ minutes)

Live footage documentary shows the work of diversely located title professionals and emphasizes that excellence in title services is available from coast to coast \$115

Miscellaneous

ALTA decals..... \$3
ALTA plaque \$3

Financial Services Deregulation: A Banker's View

Joseph J. Pinola

I am obviously pleased to be here for those escrow deposits and for a lot of other reasons. I am also very pleased that you selected Nevada for the site of this meeting. This is a beautiful area. I flew in just about a half hour ago and I can tell you it may be one of the most beautiful sights that I have seen in some time.

Nevada, of course, is rich in recreational activities but, from a selfish point of view, it's First Interstate territory, one of the 14 states now served by our system. If you haven't seen it already, I hope that you do see a fairly good and active branch of our bank right here in the hotel. First Interstate Bank of Nevada is not only the largest in the state but one of the oldest, and proud of its record of serving the public. Our branch in Winnemucca was a favorite of Butch Cassidy and the Sun Dance gang and, so much so, that one time after they robbed it, they sent the manager a thank you letter.

Let me describe an exhibit in our bank museum that we have established in the First National Bank of Arizona. That bank is the oldest in the state and it dates back to the Arizona territory. Some old documents there record a bank transaction involving Phoenix and San Francisco and it took about a month

for those documents transported by stage coach, possibly pony express, to travel the round trip between Phoenix and San Francisco. Today, banking transactions between those two cities, or just about anywhere else for that matter, routinely take only microseconds. Thus, in a relatively short period of our history, we in banking have seen data carried by the pony express, the postal express and now the electronic express. This serves to demonstrate, I think, and rather dramatically, the fast change that is taking place in our world.

The nature of change is the nature of our nation today. You have certainly captured the essence of that through your conference theme, The New Frontiers. Change in the world of banking is a much-discussed topic these days and I want to cover that issue with you this morning but in a somewhat different context and in a somewhat different perspective. As we sit here amid these pleasant surroundings and read and listen to generally good reports about our economy, let me sound a warning. I don't mean to set off alarms, merely to snap on a yellow light of caution. Our long-term future prosperity is by no means assured. Not for us as individuals, nor for us as bankers and business people, and not for us as a nation.

In fact, it is my personal belief that the future well-being will be hard to come by, not difficult, not impossible, but somewhat difficult; more difficult perhaps than any time in the past fifty years and I include the Great Depression. I say that because of the vast changes that are taking place not only in banking but in the entire spectrum of America's economic landscape. Our nation today is in a transition period, moving toward a new kind of economy, an economy which has al-

ready started to impact every nook and cranny of American life. You need to be alert to it. Watch it unfold. Read the news, but think behind the headlines to see how it will impact you, your business, your life.

Defining the Emerging Economy

Let's see if we can discern something about the shape of this emerging new economy. To do that, we must gain some historical perspective. Few would argue that, for the past 50 years or so, America has been the prototype of an industrialized nation. We pioneered mass production. We had all the components in abundance—natural resources for raw materials, a willing and work-oriented labor force, cheap energy, and much capital to invest. Steel mills, auto plants and factories of all sizes and shapes spewed forth goods and services at ever-increasing rates. The American capacity for consumption seemed endless. Produce and consume became the American creed. Fueled by cheap energy, the labor force continued to reflect increases in productivity, hence higher wages. Middle America could afford housing, good housing, big housing.

There were some glitches, of course. The quality of our environment eroded. The quality and durability of products declined. But these were small sacrifices to pay for ever-increasing affluence. And our economic future seemed secure.

Then the merry-go-round began to slow down. A number of very powerful negative forces came together and all within a relatively short time. Cheap energy, primarily oil, began to disappear in 1973. Also in 1973, wages hit their real peak. Government grew and so did laws and regulations that hamper productivity. And our national debt expanded at an alarming rate. Between 1943 and 1974,

Pinola is chairman of the board, First Interstate Bancorp, Los Angeles, California, which is the seventh largest bank holding company in the nation.

our national debt increased from \$213 billion to \$351 billion, or 65 per cent in 26 years. In the next six years, '74 to '80, our debt increased by \$386 billion, or 110 per cent. In the last three years, we've added \$362 billion to our national debt and, at this rate, we will double the national debt of \$1.3 trillion, which took 194 years to accumulate; we'll double it within the next five years. And so, in essence, what we did during the 1970s was increase our debt instead of our capital. And all of these, of course, were the seeds of recession. Three since 1974. These recessions were characterized by both high inflation and high unemployment and obviously high interest rates as well. Our mass producing, mass consuming economy sputtered and faltered for the first time in well over 50 years.

The Positive Side

Now, today, on the positive side, there are some good signs. At least for the remainder of 1984 and into 1985. Employment continues to be on the upward side. We obviously have successfully restrained inflation. Don Kennedy told you that I am a member of the Advisory Council to the Federal Reserve Board and I can testify to you that the Board and its chairman, Paul Volcker, are committed to doing everything possible to hold inflation down even in this election year.

There is today an upward momentum in business, improving profits and a generally more positive outlook. All of this is tenuous, of course, and any major shock in the economy could send it reeling once again. But, on balance, we should be pleased at this point in 1984 with the progress that our economy is making.

Now, having said all that, one might think that a banker should be very happy. But there is cause for concern, as is only natural when powerful forces and changes are taking place. Just as America moved over a century ago from an agrarian economy to an industrial economy, I see it today moving from an industrial economy to a new economy. Describing that new economy will be difficult for me. It goes by a variety of names. The technological economy. The service economy. The information economy. But, rather than get bogged down in a given name, let us simply call it a new economy. But, make no mistake about it, ladies and gentlemen, it is a different economy.

New Economy Defined

The new U.S. economy will be characterized by people producing and consuming smaller numbers and amounts of goods but goods with higher quality, better design, better utility, better craftsmanship, more durability. You are already seeing that. And services will be more and more automated and technologically delivered.

So let's look at some examples of the impact

of this new economy on just three sectors of U.S. business: autos, housing and, the area of interest to many of us in this room, financial services.

First, then, the automobile industry—at first blush it seems that things are going rather well for the auto industry these days. In the dark days of 1980, the big three automakers lost \$4.2 billion. In the bright days of 1983, they racked up over a \$6 billion profit. This very remarkable turnaround was sparked by an improving economy, lower interest rates for car borrowers and also by quotas on car imports primarily from Japan. It has been estimated that the import quota cost the American consumer about \$5 billion. That's the extra amount Americans have had to pay because they can't get all the Japanese cars they want to buy. Where has this \$5 billion gone? Much of it to Japanese automakers who charge premiums for their limited supply of cars. Some, of course, to executives, employees, shareholders of U.S. car makers. But the significant fact here is that not enough is going to refurbish American auto factories to make them more efficient and more competitive.

Some encouraging signs came from General Motors, which is developing a completely new approach to production techniques using computers and robots. This will revolutionize the way autos are built in this country but the recent labor negotiations would seem to more than offset those productivity gains. The size of cars is shrinking, you are seeing that every day, and even that has a very major impact on various segments of our business-life. To make cars more efficient, automakers have pared from 1,000 to 2,000 pounds on various models. Using the lower 1,000 figure means that cars built last year were 5 billion pounds lighter than they would have been when they were made in 1972. In a decade, that equals 250 million tons of iron, steel, aluminum, glass, rubber, plastic and other products. Think of the ramifications that each of those supply industries and the hundreds of communities and the thousands, perhaps millions, of people as it impacts those supply jobs. And not included at all was the enormous decrease in fuel consumption.

Now the facts are somewhat similar in the industry which you know perhaps even better. Any discussion of housing is automatically linked to a discussion of interest rates and rightly so. But to tie the fate of the housing industry solely to interest rates draws but a very shallow conclusion. It is indeed true that higher interest rates serve to disqualify new borrowers and so reduce the number of potential purchasers. That's very obvious. It is also true that purchasers are buying smaller, more fuel efficient homes, foregoing the larger housing—the larger, three-bedroom housing that still remains very much on the market and very much in our portfolio as well.

The fact is that some 30 per cent of the potential housing market consists of individuals, unmarried, single, looking for smaller, convenient low-cost units, no family rooms, no recreation rooms, no swimming pools to require weekend work and maintenance, no landscaping requiring work and weekend effort as well. These are all new trends in housing and they don't seem to be being met as we think they should at this time.

Now let's examine the last of the categories that I talked about—another sector of our business, the financial services sector. Here we find real turbulence. Massive changes. Changes that are fueled by a variety of forces all impacting at once. These are the forces of increased competition which Frank O'Bryan just told you about, technology and deregulation.

Increasing Competition

Time was when each financial institution had a very defined role—savings and loan associations for home loans, finance companies for small loans, banks for checking accounts, and Sears, which stuck to the retail game. That's all changed now and competition has changed it. Now you can bank with your broker, broker with your bank, get a credit card from a credit union or save with an IRA that you buy at a supermarket. We today are seeing competition in the banking industry unlike anything that we have ever known before. For years, our only competition was the friendly banker down the street, but now our competitive field includes Sears, American Express, Prudential Bache, Merrill Lynch and the big money centers like City Bank.

Sears is forming financial service centers all over the nation. Let me tell you what you can do with Sears in the state of California. You can save to buy your house and get money market rates while you are doing so. You can buy your house, buy all of the necessary insurance, then furnish it at a discount, all from Sears. Once all of that is done, you can invest in stocks, plan your retirement, or make any number of other kinds of financial transactions including opening a checking account, all through Sears, the nation's first truly national bank. I use Sears as only one example of the competitive environment in which all financial service companies must operate.

Deregulation vs. Re-Regulation

Deregulation also is fueling changes in banking. In fact, the Congress just concluded has been divided bitterly over its philosophy on deregulation. The House generally favored re-regulation. It would have rolled back the clock, sought to force banks to divest themselves of some services such as discount bro-

Continued on page 46

Financial Services Deregulation: Title Insurance Implications

W. H. Little

Winston V. Morrow

Richard P. Toft

Herbert Wender

LITTLE:

Don Kennedy wrote me a while back and told me about the panel idea and asked if I would serve as moderator. I quote from his letter to me: "I hope that you gentlemen will discuss the expected problems the title industry will face as a result of the deregulation process."

We've heard a lot about deregulation since we started here this week and Don even asked Mr. Pinola whether his company was going

into the title business very soon.

He said, "No."

Of course, one of the reasons they are all saying no at the moment is because we all know that Congress is still to decide just how much deregulation is going to take place.

Anyway, to comply with the responsibility assigned to us, we have concluded that we could best serve you today by discussing certain topics, questions, and express opinions to some interesting situations. We have pieced together a number of what we think are provocative questions that we are going to be asking the panel and a little later we will invite questions from the audience and we hope that you will respond.

Many have expressed that all this bank deregulation activity is occurring only on the federal level and, before we get started, I wanted to caution that I think we should all be very careful to look at what's happening in the individual states.

Florida lets bank subsidiaries do any activities other than certain insurance functions. The insurance function is not quite there yet.

Indiana and Wisconsin permit banks to engage in certain insurance agency activities.

California just authorized banks to underwrite and sponsor mutual funds.

At least seven states allow banks to operate travel agencies. And eight states allow them to engage in data processing activities. In a recent article, the general counsel of the treasury department predicted that banks, if they are rebuffed by Congress, will turn their full lobbying efforts to the state legislatures in order to achieve a flood of new nonuniform powers. It is argued by Senator Garn, chairman of the Senate Banking Committee, who is spearheading this campaign, that banks are in financial distress because they are not allowed to provide a full scope of financial services, such as underwriting and selling of all kinds of insurance.



Members of the Convention panel on implications of financial institutions deregulation for the title insurance business are, from left, Moderator W. H. Little, Richard P. Toft, Winston V. (Bud) Morrow and Herbert Wender.

Moderator Little is ALTA treasurer and is chairman and chief operating officer, SAFECO Title Insurance Company. Morrow is chairman of the board and chief executive officer, Ticor Title Insurance Company. Toft is ALTA Finance Committee Chairman and is chairman of the board and chief executive officer, Chicago Title Insurance Company. Wender is a member of the ALTA Board of Governors and is chairman of the board, Commonwealth Land Title Insurance Company.

I can stop there for one second and say if you've seen any of the statistics of the title industry over the last five years as to return on investments for underwriting, and if you've seen the straits that the property and casualty people are in, with their terrible underwriting results, I wonder how in the world the insurance industry is going to be able to bail out the banks. But at any rate, it may happen, either at the federal level or at the state level. What then? Well, we have some logical questions to ask ourselves about "what then" and first of all I would like to ask Mr. Toft. Deregulation, we have heard so much about it in many industries. Deregulation in the investment business, as an example, meant ending fixed commissions. This led to decreased profitability and steady concentration to fewer and fewer investment firms, meaning less market liquidity and more volatility. Do you think deregulation has served the public well in the investment business?

TOFT: I think it is really too early to tell. We have seen a great deal of consolidation within the investment business and it is not proven yet as to whether the consumer has benefited over the intermediate to long term. But we have seen quite a number of experiments bringing those services into other establishments such as Sears and some banks than were previously available to consumers. Whether that is going to prove out long term as a really meaningful benefit, I don't know. We need perhaps another two or three years to determine. One thing that you could get agreement on as a benefit is that the commission rates for those services have come down.

I doubt that the level of advice that the individual receives on his investments that he makes has been enhanced or improved. I guess I doubt that. I don't know whether that is something we can attribute to deregulation. Perhaps it was never good in the first place. I think it will take a little more time to monitor that particular change to see whether or not it has been of real benefit to the consumer, other than just pricing.

LITTLE: What about the airline industry experience?

TOFT: Again, pricing has come down but chaos in some areas has increased. We have benefit to consumers in some ways on lower cost of transportation. In other ways, we have some repetition of railroad experience of carriers departing from markets. Around five years ago United Airlines simply left Ft. Wayne, Indiana. At that time there was one fledgling alternative that developed. Now, again, if you take an intermediate to longer term view, we've seen a probably healthier industry serving northeastern Indiana. Now there are five airlines that have come into that particular market. The short-term result was one of benefit in terms of the airlines ticket pricing, but one of an abrupt cancellation of

service to a lot of consumers who lived in that particular market and that happened in 35 to 50 markets throughout the country.

One of the problems in evaluating all of these moves in my view is that we have a very short term focus on impact and benefit and it is very difficult to get to the time frame that you really need to apply to evaluate impact. Usually short term it is disruptive and punishing for quite a number of people; longer term it sometimes produces benefit but there has been a lot of turbulence in the airline industry as a result of deregulation.

MORROW: I would like to comment on two points. First, it seems to me that the price benefits to the consumer in the supermarket type of financial services, especially in the investment area, are not yet really to be laid to the fact of deregulation. I think it is much more the Charles M. Schwab type companies, who were around before deregulation; it became perfectly clear that brokerage services were very much overpriced. I think the new players just followed an obvious course.

As to the airlines I've seen in New England, good old Delta came in and promised five flights a day where there was only one. Of course, they put them all between 7:15 and 7:45 in the morning. After a while, they then consolidated the demand into one flight and now there is none, which is what you saw. And there is some price cutting, but from the little history with the transportation industry, I can assure you that the first and fondest hope of all owners and operators of airlines is the day that the market is such that they can get prices up.

LITTLE: Are there any positive reactions from deregulation from any of you gentlemen that we could apply to the title insurers?

TOFT: I just want to add something to the thoughts that have been expressed already on both the airline industry and the brokerage industry. I believe that, although we have had some reduction in costs in those industries, that has been accompanied really in both cases over the last several years by an explosive amount of growth. To some extent that growth has been fueled by deregulation. To some extent it has been fueled obviously by the general economic growth that we have experienced. That has played a major part in my judgment in the ability of those industries to survive with overall lower prices, although those lower prices have not been really equally distributed or equally applied. We have a basic difference in an industry such as ours where there is a finite amount of real estate in this country. Granted, you can have more transactions in real estate but that somehow has its own limitations and I am not as confident that there will be an overall benefit in lower cost to the consumer as a result of deregulation in our industry as contrasted to these other industries.

LITTLE: We have heard a lot of horror stories about deregulation in various industries. What positive things can you see that could happen in the title insurance industry if this deregulation comes along and the banks in particular can get into the business? Anyone care to comment on that?

MORROW: Only maybe that it might by getting more players in, through the mortgage market, capital market, a larger pool of money available for housing. But that's about where I stop. I don't know what the implications of that would be or who would be getting it or whatever. But I can conceive that it might develop into a substantially larger pool of money in that marketplace.

LITTLE: Any other comments? Mr. Toft?

TOFT: I think the change process that we are certainly in is on balance beneficial, insofar as I believe change is beneficial. Some additional pressure from potential new entrants into our business is healthy for us as it is healthy for any business. History tells us that this industry, as most forms of the insurance industry, has resisted change for too long. So the threat of new entrants, the threat of competition, is healthy if it sharpens you, makes you more competitive. At the end of that process or whenever you draw a testing time for that process, you have to have several things—you have to have a real net benefit to the consumer in either service levels or in pricing. If you don't have that, then the change process has not been positive. But I think that we feel in our company we can still sharpen our response capability, and we have to do that through being willing to change in certain ways.

LITTLE: Yes. Mr. Wender?

WENDER: I think that over the past few years we as an industry have become more efficient. We have introduced any number of new devices, new methods to increase efficiency in the delivery of our product. I think that in the long run this will have to continue. We will be cutting and shaving every area that we can out of the cost of delivery so that we can in fact remain competitive and viable as an industry.

LITTLE: Well, if deregulation results in the creation of new competitors, how will they enter the title insurance business? Do you see these new competitors entering as agents? As underwriters? Or in some other form? That I think all of us are pretty interested in hearing what you think. Mr. Wender?

WENDER: Well, I think if the example of what other industries have undergone is to be taken as an example, new competitors are going to enter, in what would appear to these institutions to be the easiest way at first, and that will be as agents. I see them ultimately looking to have a share of the entire pie, but I believe that they will come in initially looking to the distribution sectors. Of course, they do

have the facility, one-stop shopping, and; therefore, distribution will be their easiest entry point. I am very concerned about what impact that will have on what I see now as a quite efficient method of distribution of these services.

LITTLE: Any other comments on how they might come in from any of the other gentlemen?

MORROW: I don't know why anybody in his right mind would want to enter the business as an underwriter, that I can tell you.

LITTLE: Do you feel the same way, Mr. Toft?

TOFT: I essentially agree with Herb.

MORROW: Incidentally, I found a quote, since the subject came up, which maybe shows what the problem is and is going to be and this is from Walter Wriston, who admittedly has now been retired, but I suspect his words carry on and this is a relatively recent speech. He says: "We will engage in all forms of life underwriting as well as offer the more conservative end of property and casualty such as insurance for houses and mobile homes, recreational vehicles, and very profitable title insurance."

LITTLE: There you go. There's a positive thing—very profitable title insurance. Well, what will the deregulation do to the independent agent? Do you feel that we are going to see the independent agent remain independent? Will he survive in this kind of competition in his community?

TOFT: I think that the change process will be carried out over quite a meaningful period of time—seven, ten years, perhaps much longer. The efficient, service-oriented, market-oriented independent agent will survive. The large national service networks require extraordinary skill to manage effectively over a meaningful period of time and it is relatively easy provided you have the financing to set up a national network of so-called service centers in a Sears store or J.C. Penney or wherever. It is quite another matter and challenge to effectively and efficiently deliver the product that the consumer needs and that's where the test will play out over the long run. I do think it is going to happen to a degree. It will happen in the large markets first but I think in many, many markets, life will go on as it has and the effective and the efficient and the market-sensitive agents are going to do very, very well as far into the future as I can see.

LITTLE: Any other comments? Mr. Wender?

WENDER: I agree totally with Dick on that. I liken this to the property and casualty industry where you have a couple of major companies in that industry that have been writing exclusively directly to the consumer over many years. This has not had the negative impact, at least to date, of driving agents out of business. The independent agents have

found the proper niche and the level and quality of services that they can provide to their customers, and I think they are operating quite well in that arena. So I agree this is going to be a long, long process and I absolutely believe it is going to hit the major markets first. Everything points to the fact that, in a deregulatory environment, the easiest way in is to begin with the larger markets and then ripple down from there.

MORROW: Well, let me make one observation. I know as a company and I am sure as an industry—if it is going to come, it will be interesting to see how many resolutions survive that event in terms of how we all react to it. However, I think the title industry will be very well advised to take a long, hard and active look at its TIPAC activities and its relationship with its legislatures, elected representatives and so forth. You never know what pressures will come. The computer and data processing revolution will bring Sheboygan and Chicago a lot closer, a lot quicker, and if customers are captured initially by a major institution with a tremendous amount of clout on a coast to coast basis, a squeeze out of the small may follow. I don't really know which way it is going but, obviously, we are all positioning ourselves for whatever scenario emerges. I think anyone who sits back and waits to see what happens and doesn't keep well informed—and, frankly, as close as possible to the legislative process, may be on the outside looking in.

WENDER: I believe the other morning Mr. Froehle of Equitable Life alluded to a term he called a "level playing field," and I don't think that we would stand a chance of being on a "level playing field" unless we do in fact make every effort that we can with our legislators to direct the course of deregulation to the interests that we feel will best suit the public.

LITTLE: Have any of you gentlemen or anyone in the audience learned of any activities of banks, plans that they are making. I know it was asked of Mr. Pinola this morning but let's ask everybody—have you heard of any activities that are about to take place or plans that banks are making to get into our business in any way?

TOFT: I am engaged in a project for our holding company looking primarily at the property-casualty side. And I have been monitoring it rather closely over the last three months. I have had several interviews with some large institutions and they have strategic planning exercises under way. I have not encountered interest in our business but I am sure there is someone out there that has it on a list or a matrix as they look at the entire field of opportunity.

MORROW: I think we should point them all to the great yawning opportunity of insuring Indian claims.

LITTLE: Is the deregulation move, if it is

successful, going to affect the profitability of the underwriter? What will be the impact on capital adequacy of individual underwriters and the industry as a whole?

WENDER: I think it is obviously going to affect the profitability and that can only be in one direction. But there is only so much that you can squeeze out of what remains now. I believe it was on an ALTA panel about three years ago that a comment was raised about the fact that, in looking at the title industry, which at that time was in the depths of the real estate recession of 1981-1982, that, although there wasn't much danger of anybody looking to plunge into this business at that time, once things got better people again would be looking at this industry that's a license to coin money. It really never has been that over any period of years which has included both the upward and downward portions of the real estate cycle, and I think to a great extent the phenomenon that we are looking at now with everybody eager to get into this "profitable" business may, by passage of time in the next year or so, be mitigated somewhat.

LITTLE: Do you think it will have an effect on underwriting standards?

TOFT: There will be new forms of coverage that will have to emerge to meet the changes that are coming rather rapidly in how the credit requirements of the public are met. The pools are becoming national and they are being made available through such devices as the credit card or mass mailings from different parts of the country. We don't have on the shelf right now the product answers to all of those requirements that are going to emerge as distribution takes form. The companies that are innovative and who are able to control the pricing process will probably in the early stages do relatively well. Then it will become more competitive. So it will be a phase-in, phase-out process and it will affect different underwriters in different ways, depending upon their creativity and their innovative skills and the success with which they are able to implement.

* * *

LITTLE: We can open up for questions from the audience.

A VOICE: I am from the great state of Wisconsin and I have had a nice three days out here, but I don't want to go home and commit suicide after hearing all we heard this morning. The first question I have is, first of all, we have heard the underwriter's position on deregulation. I am sitting out here as an agent on the other end of the matter and I am wondering what are we going to do to stop it. We have feelers out in the state of Wisconsin where they are into lending institutions and so on. It is being solicited. It isn't a major factor at this point, but because Bill Little made the comment that Indiana and Wisconsin are in this—these two states that are open. It is starting to

come and once it gets a little feeling and it goes to, what, examples of saying, "Well, it is being done in Wisconsin and Indiana and now we are going to go on to other states." What are we going to do as a group? Are we going to wait until this becomes a major factor? Or are we going to just think about it?

LITTLE: Very good. Anybody want to take that one?

TOFT: The question is, how is it going to impact in your particular state and your particular market area? We believed for some time that the best answers in trying to mobilize for an answer to things that seem at times out of our control is at the state and local level. I don't believe that past efforts at the national level were very successful. I think it has to be brought to the state level and it has to be pursued there. There are various ways to do that and there are resources that can be tapped to do it.

LITTLE: I might add, too, we all know that across the country there are a great many savings and loans that are in the agency business as service corporations at the present time. There must be at least a half a dozen, I suppose, I don't know. Represented in the room today are agencies of savings and loans. This has been quite common. I haven't heard of them going into the title insurance business as an underwriter until recently and I am being told that USLIFE was purchased by a savings and loan group. I don't know whether that is true or not, but maybe someone can enlighten us on that. Regardless, savings and loans do not seem to have the shackles of restraint around them that the banks presently have and I am not sure just where they would go once deregulation is a *fait accompli* in the Congress. Whether the savings and loans would then head from agency to underwriter or not, I really don't know.

A VOICE: I have a question. The title insurance industry has always been under a great deal of pressure to insure or write-over known risks, even credit risks. Now, as the lenders wander into other businesses, do you feel that we will come under increased pressures to write-over additional known risks? Mr. Morrow, do you have an answer to that by any chance?

MORROW: I think there will be an inevitable pressure in that direction. I think, as an example, the substantial losses in the private mortgage insurance industry in the last couple of years flowed pretty much from the introduction of ARMs and other new instruments and a lot of passing on by financial institutions of their role in examining risks as long as they could get protection of private mortgage insurance. This had the effect of lowering of standards and, I might add, a fairly catastrophic effect upon that industry. It has not been destroyed and it will survive but there were some pretty anxious moments for a lot of

owners, I can assure you. I think it is quite probable that the very pressures to take substantial amounts of premiums from very large transactions, particularly multi-units, may well lead to overlooking some very serious considerations. In an industry that is fairly narrow in its capacity, this could have some very serious problems.

LITTLE: Mr. Wender, any more on that?

WENDER: Well, we are in the private mortgage insurance business as well, through a separate subsidiary, and I guess I could spend the rest of the day talking about the problems that developed in that industry in the last few years. I do see a definite problem in the inherent conflict of interest that will exist as lenders become a part of the title insurance business whether as agents or as underwriters, and I also foresee an inevitable push towards making title insurance a property-casualty risk type of business. Our pricing just isn't set up to operate that way and I think it is something that has to be addressed before it really gets too far.

MORROW: That's a good point. When the first speaker was commenting on Firemen's Fund writeoffs, I think you could also bear in mind they were in a ruinous rate war. I am not so sure their problem wasn't management more than it was deregulation.

LITTLE: We are speaking of deregulation; I have the impression the panel is talking about the problems of controlled business. I would like to have some response to that.

WENDER: I think you are right. And I think that deregulation just magnifies a number of these problems and accentuates them. I don't know how we can really divorce the two subjects.

A VOICE: As you well know, we have had a few banks failures—Penn Square. I want to first say that the state banking commissioner of Oklahoma made what I considered an intelligent remark, that the reason for bank failures in our state particularly, and that applies I think nationwide, is not because of failure to have branches and what the heck have you, because we have more banks than we have bankers. I think my big concern is, right now in the title industry we have more title people than we have title companies. But if the banks and the financial institutions are permitted to engage in the title insurance business, I believe that we soon will have more title companies than we have title people. Penn Square and Continental of Illinois, in my opinion, having been pretty close to Penn Square, did not fail except for stupidity. Bankers who drink beer out of a boot while making a deal and who wear Mickey Mouse ears while making a \$16 million commercial oil and gas loan. I think what's my biggest concern is what will happen to our industry if these poor judgment calls are made by people who are not experienced in the title insurance business and I predict

that underwriting standards will take a nose dive. Anyone want to comment?

LITTLE: I think we really have that danger. There is no question about that, particularly if the lenders get into other business which we see them doing all the time, getting into developing property and so forth. The problems will just magnify. Does anyone have any comments to that particular?

MORROW: I can almost envision the day, Bill Little, when you might see in the title industry some guy running around dressed like a pink panther . . .

LITTLE: I'll see you later, Bud [Morrow]. Obviously our advertising is paying off because you would not have mentioned it unless it had been an irritant to you.

TOFT: One further thought. I will go back to my earlier point about time frames. We do have a tendency to underestimate time frames. Our children want everything today, certainly by tomorrow, not next month or next year. I apply it in this way, underwriters will have to be responsible, underwriters will have to advise those that represent them that a certain request doesn't make sense. They'll have to say that to their own sales force. They will have to say that to their agency force. Hopefully, wisdom will prevail in the majority of instances. There will be many, many instances where it will not prevail and there will be some horror stories. We will have to hope that the horror stories do not do ultimate damage to the underwriter and to the other parties to the transaction. But, short-range, I think the pressure will be there to downgrade underwriting standards. We need to try to deal with that and manage intelligently. There is nothing really new that comes from this process. They'll simply be expressed in different ways.

WENDER: I can only hope that a couple of years down the road, as a result of the actions and reactions that we take to what is going on now, that to coin the phrase that the gentleman from Oklahoma just used, we will not be saying that the bankers did not have a monopoly on stupidity. Only time will tell how well we react to this.

A VOICE: Bud, I want to thank you for your plug for TIPAC. Secondly, I can see a problem here raised by Mr. O'Brien that perhaps we haven't focused on. I think the real estate industry may come to a halt and we won't be able to close anything because, if he has those millions of mortgages out with everybody with checks in hand, how are we going to get payoff figures, so the entire title industry may come to a creaking halt. One thing I would like to say and, of course, as an independent agent we are as concerned as anybody over this whole matter, but no one's mentioned our insureds, and we are talking this morning about a loosening of underwriting requirements, we are talking about a dilution of competent person-

nel, we are talking about perhaps additional underwriters and other players in this picture. Would you gentlemen hazard a guess how well protected now, under that scenario, are policyholders protected by existing state regulations and reserve requirements? Are these people we are selling these policies to really just getting a piece of paper?

WENDER: First of all, as to the effect on the consumer today from a price standpoint, and we talked a little about this before, we have the addition of a new middle man to the distribution process. That can only tend long-range to drive up the price. Secondly, as to the issue of the vested interest of that new middle man and the inherent conflict of interest, I believe will drive loss ratios upward. The various state regulatory bodies are going to take a very hard look at this, including the method by which premium reserves are put up and taken down over a period of years. I think this will, in fact, come into question if these events do take place. I am concerned that there will be a falling out; everybody will not react in the same way; there will be loosening of underwriting standards to a greater or lesser degree in various companies; and, as a result, although I hate to say it, it is quite likely that we will have financial failures in our business. I am concerned that, in the event of a financial failure, although the reserves available through the unearned premium reserves will cover the policies that are outstanding at that time, the claims that are in existence at the time of the failure may not be covered by the existing reserves on the books. I think that will create a very serious problem.

LITTLE: Any other comments?

TOFT: I would add that the adequacy of regulation is obviously uneven as confirmed by the Baldwin United and Charter situations primarily dealing with single premium annuities. There are plenty of regulations on the books now. The problem usually is that the job isn't done by the regulators and the job isn't done by some of the companies participating in those different lines of business. I am not pointing a finger at the title insurance business right now but the effectiveness of regulation and the effectiveness of the existing reserve structure are uneven. I think the people in the audience and the people in the industry need to look behind the obvious. They do need to look at the financial strength of the company. They need to look at what's behind the underwriting company; most of them have large parents, and you need to look at the overall financial strength of the entire organization. I agree with Herb that there will probably be some instances of trouble flowing from a change process that we will not be able to control within this short term. So it is going to call for the public making as knowledgeable a purchase as possible and for the intermediaries in the process looking to the financial

strength of the organization offering the product.

MODERATOR: Yes, sir.

A VOICE: In our state, it is very easy to be a title insurance underwriter. We recently had one of the largest S & Ls go into that business. When I heard they were going into the business, I went over and made them a presentation, and I proved conclusively that they could not make money in the business. They listened very patiently and then at the end they said, "But, you didn't put one thing into your proposal." I said, "What is that?" They said, "We are going to double the price." So, I think that to me is what's going to happen to the consumer. People, big businesses such as we have heard this morning are not going to sit still with the types of return on investments that title underwriters get today. So if they get into the business and they don't get it, they'll simply up the price.

TOFT: Well, we would like to, certainly like to have relief on the pricing front whenever we can get it. It is never as easy to get it as we might think and if, in that market area, it is that easy to double the price, I suppose we ought to take a look at that market area. But it is not our experience . . .

A VOICE: In recent years, we have seen an evolution to joint plant arrangements and increasing information sharing in the industry. With the concepts of deregulation and lender participation in the title insurance industry, what do you see evolving in the joint plant information sharing area?

MORROW: I don't know why sharing would be affected—even if there are more players. I don't see really any area of conflict there but I might be a little bit thick on it. I think pretty clearly the battleground in this industry is in sales, marketing and service, and not in the title plant area in its most optimum forms. I suppose, if more players come along, they are going to get in the plants. I don't know how you can keep them out.

LITTLE: Probably one of the problems would be, maybe he was thinking of, is will the insurers be selling plant information to banks. Maybe that is part of what you had in mind with that question. Or will we be reluctant to do that and force them to get their own plant information in whatever way they please? Mr. Wender?

WENDER: Well, I don't know that we are going to have any choice, unfortunately, and I think that's what will happen in the area of joint plants and other forms of sharing of plant information. There will be more players involved in the title business and, therefore; there will be more participants in joint plants. If there were a way we could get up and say we are not going to allow anybody else in, we might very well be the first to want to do that, but I don't think there's any chance that we are going to get the antitrust laws amended to

allow that.

LITTLE: In other words, the antitrust angles, you are saying, really would govern some of the moves that you would make with respect to sharing plants with entities of this type if they happen to come into the business. You cannot refuse them in instances if it stifles competition and you have control. Is that what, in my words, you are saying?

WENDER: Absolutely.

A VOICE: As an agent, I have been receiving the impression that you expect deregulation to impact the agency at the service delivery level at least first in the deregulation process. In my thinking on this, I have always thought that the gentleman from Shearson American Express or Control Data Corporation, would be more interested in acquiring national presence rather than getting into our business on a county-by-county basis. And would therefore expect that they would acquire an insurer who has deliberately created a national position. Could you comment on that?

MORROW: It probably will happen. It hasn't happened so far, but I don't think the forces of the market place are going to necessarily wait upon our convenience if it looks like a good deal and it makes sense in the numbers. I suppose that can happen. But so far it hasn't and the one big title company that came on the market recently wasn't gobbled up by a major player. I think it is just a matter of waiting and I guess the laws have to change a bit, too.

LITTLE: Undoubtedly, many of the insurers have had feelers sent out to them, but I don't see any major financial institutions yet that I have ever heard of that are interested in going into the underwriter's side at this point in time. Mr. Toft?

TOFT: Well, I agree that it hasn't happened to date and I think the problem is that return rates within the industry for the last five or seven years have worked against that happening. It could happen and again, depending on the time frame you apply, probably will, but I don't think that's where the focus will be early on. People will want to get in cheap or what they think is cheap and quickly and they'll find what they believe are the most effective ways to do that.

A VOICE: I would like to assure everyone here that underwriting is so uniquely a service business and such a personal business that there isn't any one of these people in their particular areas that can't beat the pants off the majors such as I am with. Joe Gottwald beats us every day, every business hour. I can show you a Tru-Value store awfully close to a Sears and there's a lot more people in the Tru-Value than there is in the Sears because Tru-

Continued on page 47

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Title Automation

Dennis R. Johnson

Look at that casino out there. You've got slot machines, you've got poker machines, you've got blackjack machines. Notice I am saying machines, because even gambling is automated.

If they can automate gambling, certainly you can automate a lot of things that you do in your office. But how do you do that? How much is it going to cost you? What's it going to do for you? What do you look for when you have finally decided that, yes, I am going to take the step and I am going to get some kind of automation in my office and I am going to do these things on the computer.

First of all and very, very, most important of all, you have to sit down and define exactly what it is that you want to accomplish and what functions you want to automate. Only you know how you run your office. Only you know exactly the way you want something to be done. So you sit down and you make a list. I am going to automate my general ledger. I am going to automate my payroll. I am going to do escrow closing. I am going to do reports and policies. I am going to do a mailing list for customer relations. I am going to do accounts receivable. Whatever it is that you want to

have in an automated mode, you decide exactly what it is and you look and see and analyze a little bit how you are doing it now.

It may not in fact be possible to get a system that will exactly duplicate the way you are doing it now, so don't be terribly critical when you are looking for a software program to accomplish one of these functions, but look to be sure the substance is there, even if the form of how things are done might change just slightly.

Secondly, do not attempt to do all of these things all at the same time. Take that list of functions that you want to automate. Assign priorities. Say the number one most important thing that I want to do is final policies or reports and policies. The second most important thing I want to do is an accounting function. The third most important thing that I want to do is an automated escrow closing, or whatever your priority list happens to be.

The reason for making this list of priorities, as well as the overall list of functions, is that you need to look at a system or look for a system that is capable of handling everything that you want to do, even though you are not going to do them all at the same time. When you try to find a system capable of doing all of these things, you may in fact not be able to do that. You might find that if you have six items that you want to accomplish, six functions on a computer, that there is a very neat little \$6,000 system that will do five of them, but the only system that you can find that will do all six of them is \$50,000. Now is that last, least most important item, worth the extra \$44,000? So you have to use a little bit of common sense about what you are going to end up with on one particular system.

Three Major Factors

Now the steps in finding a system that will accomplish what you need and what you want to do, are really three major steps, or three major factors to look at.

First of all, keep in mind that a computer program is just like a track that a railroad train runs on. The computer program is the track that the computer runs on. It goes around in a big circle and, along the track in this big circle, are various instructions that the computer then follows. It might say divide by two, or print your name, or multiply by 437, or do a tax proration, or whatever it happens to be. If you have a one-track program, it goes around and it does all these functions, but, if you want to do something else, then you have a problem. You have to have a programmer come in and change the program, so that you can now do this function which we will call, say, escrow closing, and then there is another track that does your report and policy typing and there is a third track that does your payroll and another one that does the general ledger and your accounts receivable or something of that sort.

Now, within each of those functions, you can also have little spur lines running off this railroad track. That situation—the little spur lines—provide what I call flexibility within the system.

This is a changing business, the title insurance business. It has been known to happen from time to time that the government will change a form. It has been known to happen from time to time that a schedule of recording fees or conveyance taxes in a state will change. You might want to change the amount that you charge for your services, either by changing a rate schedule or the fees.

When changes like that come about, when it is necessary to implement those changes into your computer program, assuming that you have gotten through the first steps and are already automated, two things can happen. The first is, if you have what I call a nonflexible system where everything is hard coded, every change has to be done by a programmer, if you want to make a change you have to call a programmer, you have to

This workshop segment was moderated by ALTA Abstracter-Agent Section Land Title Systems Committee Chairman John D. Haviland, president, South Ridge Abstract & Title Co., Sebring, Florida. Committee Member Johnson is owner, C. W. P. Software, Spring, Texas. This is assistant vice president-plant systems, First American Title Insurance Company, Seattle, Washington.

wait for the programmer to get around to doing your work for you and you have to pay for that programmer. You have to pay for his time to do these changes for you.

In the case of a rate schedule change or change of a fee of some sort, generally there is an effective date. So, if you have a one track program that is nonflexible, then when you

call your programmer in, you are always, until that effective date is long gone, going to be out of business for at least part of the business that you do. Because you are preparing documents for closings that are going to take place before that effective date and you are also preparing documents for closings that will take place after that effective date. No matter

which way the programmer sets that calculation or operation to be done, it is going to be one way or it is going to be the other way.

System Flexibility Important

Now a flexible program will provide a much easier method of accomplishing that change. Either you can do it yourself in some cases—I am not talking programming or getting into the program code; I am just talking about using the code that is already there, one of those spur lines, to be able to accomplish that change yourself. You can say if the thing is closing before December 1, do it this way and if it closes after, do it the other way. But, even if you don't want to do it yourself and you have a flexible program, if you call the outside programmer in to have him handle it for you, he might be able to do that in a few minutes or a few hours, a couple of days at most, even for an extremely complicated change, but that is a lot better than taking three weeks or three months and it is a heck of a lot cheaper than paying for a programmer's time for that length of time, at \$50 per hour or more.

So, when you are looking to find a system, remember this railroad track concept and remember that you can get flexible systems. You may have heard of Lotus or Super Calc or D Base 2. I don't want to throw computer terms around any more than I need to, but those are relatively well-known programs, not specifically adapted for title insurance, but the names you might recognize, and those are generic examples of flexible programs where the user can actually make them do a lot of different things. They are not just one track. They've got these little spurs running around that you can use.

Avoid "Excess Capacity"

The second thing to consider when you are looking for or buying a system, is don't overbuy. The tendency is to say, "I want to do absolutely everything on this system." That is not really a bad idea because there are a lot of things that you can do, but don't overbuy. I am not talking Volkswagen versus Cadillac analogy here. I am talking building a railroad track from Reno to Tahoe, as opposed to building one from Reno to L.A. but only going to Tahoe and never using the rest of it.

The excess capacity is very easy to get into. Many programs will not use more than a certain amount of memory. Excess memory is just not accessible, for example, by basic language programs, but the systems are capable of having two or three or four times that amount of memory and the hardware salesman sometimes will say, "Oh, gee, just take all this extra memory and you will have it in case you need it," when in fact the programs that are around can't use it.

So, you don't need it. Memory, fortunately, now is very cheap so that is not usually a real



Moderators and discussion leaders exchange ideas on their respective segments of the Convention workshop on automation in the local title office. Shown from left in the upper photograph, from left, are ALTA Land Title Systems Committee Chairman John D. Haviland, moderator, and William L. Thiss and Committee Member Dennis R. Johnson, both discussion leaders, segment on title automation. In the center photograph, from left, are IBM Systems Engineering Manager Wayne Flagg and Committee Member M. Scott Stovall, discussion leaders, and Committee Member and Moderator Alfred J. Holland, segment on non-title automation. In the lower photograph, from left, are Hugbes Butterworth, Jr., discussion leader, Vice Chairman and Moderator Richard J. Oliver and Joseph F. Burke, discussion leader.

expensive problem. You will be hearing about things like networking. That's where two computers talk to each other. And you'll be hearing about multiple user systems. That's where you've got, in effect, one computer processor box sitting out here and you have several terminals that are hooked into it. You may or may not need to do those things.

If your functions are really separate in scope, you may not need to tie them all together on one computer, one system. You may want to have a couple of separate systems, instead of just one. If you have two systems and one of them breaks down, you've always got backup. And that's something else to keep in mind. And it brings me to the third and really final thing that you should be looking at when you are buying a system.

Consider Service Availability

Who are you buying it from? Computers are extremely reliable and durable pieces of equipment. You no longer need the air conditioned room to house them. You don't need to go to all that expense and trouble and aggravation, and everybody wearing white coats and sterilizing their hands when they walk in the room. Those days are long gone.

The microcomputers are just tremendously durable and sturdy and you are probably not going to have much trouble with them. But, if you do, you've got to go some place and get it serviced and repaired. If the program needs a change you can't accomplish yourself, you've got to have somebody change the program for you to accommodate the new tax that the state puts on or whatever new calculation comes along, or whatever new form is issued by the government that we all have to waste our time filling out. So look at the person, or persons, or company or companies that you are buying from, both as to the service availability for the hardware and the service availability for the software.

I know that I have spoken in very, very general and probably vague terms. I have done so purposely for two reasons.

First of all I want you all to ask questions about exactly what you want, and we want to get down to that type of detail and I can't do that from up here.

Secondly, things are done so differently as you go from place to place throughout the country that it would be totally impossible in a day and a half, let alone ten minutes, to even attempt to cover all of the different situations that are sitting in front of me right now.

William L. Thiss

I like the analogy that Dennis Johnson brought up about the railroad track and I would like to build on that.

First of all, how many of you are 50 miles or more from home right now? Ah! Great. How many of you have a computer or have laid your hands on a computer recently? Fantastic.

And now, since you are all here, you are experts. Did that make you feel good? You know the first time that someone introduced me as our company expert, it made me feel real good. You know everybody likes to get a little boost every once in a while.

But somebody took me aside one time and said, "Bill, you know what an expert is, don't you?"

Well, I thought to myself, sure; I had heard the old definition but it doesn't really apply. So I said, "No."

Then he told me, "Bill, an expert is somebody they call in at the last minute to share the blame."

You are going to come away from this workshop today with some information that others, who may have read the program, may think will make you an expert. They are going to consider you now as having a little more knowledge than the next person in the office. Hopefully today with the exercises that we may go through, you will be able to take something back with you that is applicable to your automation needs.

For my part of this program, I want to build on the train analogy. I want to change the analogy just a little bit here. The train, we are going to say, is basically the hardware system. The tracks are the application software and we are going to add a new dimension. We are going to say that, as railroad tracks often do, these go up hill a little bit, and the point or location that you want to get to on the track may be elevated a little bit.

With higher level uses, you are going to run into a problem that Dennis referred to as capacity or horsepower. I just call it plain old horsepower. You want to make sure that, when you purchase systems, you don't overbuy, as Dennis mentioned. But you do want to make sure that down the road you are going to be able to handle what it is that you want to do.

You are not going to—taking Dennis' advice—do everything at once. But, you definitely do need to make provision for the future.

Four Basic Rules

Let me give you four basic rules of thumb that you will want to keep in mind in all of your automation needs. The rule in data processing, word processing, any kind of automation, is systems never get smaller. They never get slower. They never get less complicated. And they never get less expensive.

If any one of those rules is violated in your considerations for the future, you are going to find yourself in a typical horror story position. Not that it will happen, but it can.

I think back over the exercises that I've gone through in the last (almost) 10 years of my automation career. I am not a DP person. I was thrown into the DP shark tank about 1975 when we had some automation problems in Seattle. I am a title man. I've been in this business for almost 23 years now. In 1975, I thought it was pretty simple to do some of the things that we wanted to do, that we needed to do, some of the cleanup work that we needed to do. I learned quickly that things to do with computers are not necessarily as simple as they look and I thank the Lord that He was watching. He didn't let me make too many mistakes, but I did make some.

The technology has changed a great deal to date. You have opportunities that I did not have at that time. You can set directions that I could not set at the time. You can do things that I could not do at the time. We are getting into an age where there is a lot of the best of both worlds. The world of the small but powerful and the world of the easy to use.

Your title plant operations are probably going to be what will justify, for most of you, the use of a computer. The next application that you will probably be using to justify the use of a computer may be word processing. There's also an extreme need for escrow automation.

Hardware, Software Limitations

When you select a computer, make sure, using the train analogy, that when you add a car to the train (when you want to go in a new direction with your computer) and you put more weight on that train, make sure that you have a path to be able to add more horsepower. Horsepower can come in several different forms. You may simply need added horsepower in a machine so that it will process for you without getting slower and hurting the speed of other user applications.

Along with hardware limitations to be wary of, you may also have limitations in your software. The limitations, another place of hurt, can be programs that are not compatible with one another. The answer by most vendors to the question, "Can this do the job for me?" is, "Yes it can do it," but you need to know some additional questions to ask. You need to be able to explain to the vendor that his programs will be working with other programs and explain this is what I am doing now. This is what I am currently running and be able to list for him exactly what you have—a configuration of your hardware and you need to be able to tell him exactly what programs you are running on the hardware. If they are well-known programs, the chances are that the vendor will be able to define in his own mind exactly what degree of compatibility

Continued on page 47

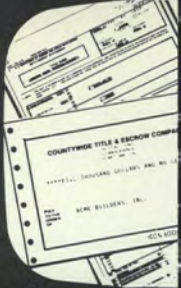
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One company was responsible for beginning it all. We introduced automation to the industry, with the first two programs designed for land title professionals.

In the mid-70's, Settlement/ Disclosure was installed in pilot locations. It offered computerized production of . .

RESPA set balance sheet statement check regist

RAGWARE AMORTIZATION SYSTEM MASTER MENU

- 1 - PERSONALIZATION/SELECT PRINTER
 - 2 - AMORTIZATIONS
 - 3 - CHANGE SYSTEM DISK
 - 4 - EXIT SYSTEM
- SELECT FUNCTION

SULCUS
 AMORTIZATION SCHEDULE
 PREPARED BY: Central Record Corp.
 21 West Street
 Pittsburgh, PA 15222

NO.	PAYMENT	DATE	PRINCIPAL	INTEREST	BALANCE	ACCT. DFT.		DATE
						1	0	
			1,000.00					
001	10.00	08-05	78.05	921.15	10.00	12.00		08-05
002	9.22	09-03	79.43	941.52	19.22	12.00		09-05
003	8.42	09-31	80.83	961.09	27.84	12.00		09-05
004	7.62	10-29	83.23	979.86	35.26	12.00		09-05
005	6.82	11-27	85.69	997.81	42.04	12.00		09-05
006	6.02	12-25	88.20	1014.94	48.04	12.00		09-05
007	5.22	01-23	90.77	1031.24	53.33	12.00		09-05
008	4.42	02-20	93.40	1046.71	57.91	12.00		09-05
009	3.62	03-18	96.09	1061.33	61.80	12.00		09-05
010	2.82	04-16	98.84	1075.10	65.00	12.00		09-05
011	2.02	05-14	101.65	1088.01	67.60	12.00		09-05
012	1.22	06-11	104.53	1100.00	69.60	12.00		09-05
			66.25	1,000.00				



RAGWARE TURBOTRACT MASTER MENU

- 1 - SYSTEM PERSONALIZATION
 - 2 - ENTER/MODIFY LEGAL DESCRIPTION
 - 3 - TRANSLATE LEGAL DESCRIPTION
 - 4 - PLOT TRACTS
 - 5 - CHANGE SYSTEM DISK
 - 6 - EXIT SYSTEM
- SELECT FUNCTION

When our customers wanted new ways to attract their customers, we developed an Amortization program . .

To enable users to prepare personalized schedules for any type of loan over any time frame.

When time closes in, the single input feature means all of this information can be modified and re-done in a matter of minutes.

Turbotract provides the legal documents contained in an

RAGWARE REGULATION Z MASTER MENU

- 1 - OPTIONAL CALCULATIONS
 - 2 - REG Z ENTRY/UPDATE
 - 3 - CALCULATE/PRINT DATA
 - 4 - SELECT PRINTER
 - 5 - CHANGE SYSTEM DISK
 - 6 - EXIT SYSTEM
- SELECT FUNCTION



RAGWARE TELECOMMUNICATIONS SYSTEM MASTER MENU

- 1 - SULCUS TO SULCUS
 - 2 - SULCUS TO OTHER
 - 3 - PLAYBACK CONVERSATION FROM DISK
 - 4 - CHANGE SYSTEM DISK
 - 5 - EXIT SYSTEM
- SELECT FUNCTION

RAGWARE REGULATION Z MASTER MENU

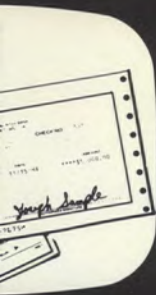
- 1 - PERSONALIZATION
 - 2 - RECORD ENTRY
 - 3 - SEARCHING
 - 4 - GENERAL INQUIRY
 - 5 - SELECT PRINTER
 - 6 - CHANGE SYSTEM DISK
 - 7 - EXIT SYSTEM
- SELECT FUNCTION

For those preparing lender documents, Regulation Z prepares truth-in-lending disclosures and good faith estimates.

We get users off to a good start, with a solid grounding in their systems and software via thorough training by SULCUS professionals.

Telecommunications turns the office into a communications center, transferring information instantaneously among branches, offices, and outside sources.

Economical now more feasible with the melding of information processing and hard drive



RAGWARE FORMS GENERATION MASTER MENU

- 1 - DESIGN FORMS
 - 2 - CLIENT FILE ENTRY PRINT
 - 3 - TRANSFER BASE FILES
 - 4 - TYPEWRITER MODE
 - 5 - SELECT PRINTER
 - 6 - CHANGE SYSTEM DISK
 - 7 - EXIT FORMS SYSTEM
- SELECT FUNCTION

ent sheets,
buyer/seller
checks and

Using the same data files,
Forms Generation enabled
use and re-use of information
with single input to . .

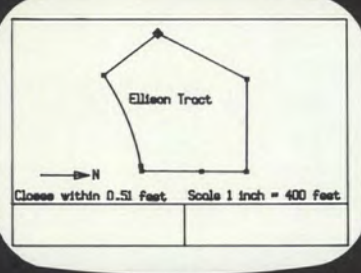


RAGWARE INDEXING SYSTEM MASTER MENU

- 1 - STARTUP
 - 2 - STORE CASES
 - 3 - RETRIEVE/TRANSFER CASES
 - 4 - ENTER/MODIFY CASES
 - 5 - SELECT PRINTER
 - 6 - CHANGE SYSTEM DISK
 - 7 - EXIT INDEXING SYSTEM
- SELECT FUNCTION

Other programs followed.
With Indexing, users could
track key information, draw it
from closed cases, store it,
then re-use it in new files.

TRACT SYSTEM
MENU
IZATION
ANSFER
N
DESCRIPTION
ISK
UNCTION



parcels from
ription con-
the closing

Allowing the user to rapidly
discern closing distance, right
of ways, easements, and over-
laps, and to scale the plot as
desired.

RAGWARE ESCROW ACCOUNTING MASTER MENU

- 1-BANK FILE
 - 2-CLIENT FILE
 - 3-TRANSACTIONS
 - 4-RECONCILE
 - 5-REPORTS
 - 6-SELECT PRINTER
 - 7-CHANGE SYSTEM DISK
 - 8-EXIT SYSTEM
- SELECT FUNCTION

Escrow accounting pulls in-
formation from the data base
for up to 10 banks and 500
clients on each files disk.



Multi-user systems and hard
drives heighten production
capabilities, storage capacity,
and speed, allowing more
people to benefit from more
power.

RS SYSTEM
MENU
N
& UPDATE
PRINTOUT
NG
DISK
UNCTION

plants are
le than ever
of the Mass
eval System
chnology.

Continual support and en-
hancements keep the users'
systems always current with
their needs, bringing us full
cycle: One company is still
responsible for everything.



All this and portability too. The
Model 6000P, the latest in a
long line of advances for the
land title industry.

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Be sure to watch for the next
installment of the exciting
adventure of land title auto-
mation...Brought to you by
SULCUS.

Non-Title Automation

Alfred J. Holland

I am one of the members of the Abstractor and Agent Section committee on automation. This is our second year to provide a workshop as part of the Annual Convention. There are three separate workshops being conducted simultaneously and each will be repeated each hour. This session is on non-title applications for automation. You may attend any or all of the three sessions. Our intent is to keep each session attendance small enough to have interaction between the speakers and the audience. Each speaker will talk for 10 minutes and the remaining 30 minutes will be used for discussion and questions from the audience. Our panel is here to answer your questions, so this is your opportunity to get the answers from the experts.

The panel for this session consists of Wayne Flaggs and Scott Stovall. Wayne is a graduate of MIT in computer sciences and joined IBM in 1974 as a software designer. He is now in the workstations marketing group and is responsible for understanding the personal computer requirements of users and insuring that these needs are met by IBM products.

Scott is president of Evergreen Land Title Company in Springfield, Oregon, which he

formed in 1981. He has developed a computer title plant for use in his operation and has the experience of actually setting up automation on a practical basis.

Wayne Flaggs

Just a few opening comments before I talk about applications and software. The first is that if we had held this discussion a year ago, it would be a lot different than it is today. And if we had this same discussion a year from now, it would be different than it is today and that is because the cost of technology is just coming down so much, especially in the PC world and in computing in general. When you go out here and see the exhibits, for example, the PCAT which many of the exhibitors are showing, the cost of that compared to the same type of technology two years ago is just phenomenal, I mean truly phenomenal. So a lot of things today are cost justified that maybe could not have been cost justified a year ago.

A second point, a lot of the applications we will talk about can truly make people more productive and more effective. But the point is a lot of the people in the agencies and so forth, really are not comfortable yet with technology, computing and so forth. Training may be the key inhibitor and ease of use may be the key inhibitor, rather than the software, so keep that in mind during my discussion. It all seems like a panacea at times but it is not always a panacea.

And, a third point is that a lot of what I will talk about today relates to personal computers but is not exclusive to personal computers. Certainly, many of the underwriters and so forth have large mainframe computers that do perform applications. Understand that a personal computer can also talk to these main computers and do both functions as well. So don't let that disturb you in any case.

I am going to talk generics and then Scott Stovall is going to get up here and talk specifics.

Major Software Components

Generically I look at the software industry, especially for the total business, as having three major components.

One is very industry specific. In other words, the software package is for you and most of those come from the underwriters or through the value-added dealers, many of which you see out in the exhibit hall. I won't belabor that point too much more.

The second type tends to be specific business applications but generic across all businesses, all industries—general ledger, accounting type of packages being in that class.

And the third type is very general purpose types of applications, such as word processing.

I want to spend time on the last two categories because I think you can go out and see the first kind and if the marketeers haven't gotten hold of you then that is their problem and not my problem so much.

Business, Accounting Applications

In the accounting area, you will find really a wealth of packages. This is one area which also tends to be on a lot of mainframe computers today. It is what a computer does best—add and subtract numbers and so forth. But now, more and more of these packages are being made available in personal computers and I know we are showing some out there but certainly not exclusively. And the good part is many of these work together.

The general ledger works with the accounts receivable, works with the accounts payable, works with the cash management and so forth, which is truly unique on a personal computer nowadays. The reason they can do that is because we can now store more programs and more data on a personal computer than we could two years ago. We are now up, for

Moderator Holland is a member of the ALTA Abstractor-Agent Section Land Title Systems Committee and is owner and attorney, Paragould Abstract Company, Paragould, Arkansas. Flaggs is systems engineering manager, IBM Corporation, White Plains, New York. Committee Member Stovall is president, Evergreen Land Title Co., Springfield, Oregon.

example, to over 40 million characters of information that you can have on a personal computer, whereas a year or two ago you were probably talking of 10 million as an awful lot.

So the type of information and the amount of information you can have is a lot more today. The number of journal entries is a lot greater. Before, people found it very restrictive to have accounting packages on a personal computer because they said it is not sophisticated enough. You had more data than the personal computer can handle. So that is changing.

Most of the automation you will see tends to be in the basic accounting, more than anything else. General ledger first, maybe, because everybody has to have that. But people will find accounts receivable to be the most justified because the sooner you get your money, the better it is. Lots of people find, and it depends upon how much money we are talking about, that PCs can be justified solely on accounts receivable.

Order entry is one other type that is being implemented. I'll tell you though that the more I deal with all types of industries, the more I find out that each specific agent or each specific company has their own way of doing order entry. It doesn't seem to be a good generic solution when it comes to order entry. Don't get me wrong. There are a lot of packages out there and some may apply, but that is certainly one you may want to take a look at to see whether it really meets your requirements.

An important point—many of these packages that I will talk about in this area are based on another package—for example, a database package on the personal computer. And that's good news because what that allows you to do is customize. One of the biggest problems in these types of packages, as with order entry, is it is too specific. They want journal entries a certain way, or they handle accounts receivable a certain way, they age items different than I age items, or whatever, and you are stuck. But certainly if it is based on another package, a database package, it is a little bit more easy to modify and you can also customize your own reports, because each of these database packages that I will talk about later, has a report generator that lets you customize your own reports.

Word Processing Applications

General purpose packages—The first one I will talk about is word processing because it is probably the easiest one to understand. Most of the function that you see on personal computers today is probably very similar to other word processors. I mean machines that are out there that only do word processing. The function has gotten to be very sophisticated. There are also very simple packages that are

very nice to get started with.

First of all, there is general correspondence—and in any type of format. That is probably the number one activity that you would use it for. More importantly, though, in many of your cases, you do a lot of mailings. You create a database of information on your customers, whoever you want your mailing to go to, and then customize your letters. There are printers out there that do envelope feeds, or you can have mailing labels that you create that you then stick on the envelopes. But that's all available and the software is out there. Probably a lot of you do boilerplate, standard paragraphs and many of the packages today handle boilerplate and standard paragraphs. And, once again, it just gets to the point, how much boilerplate you can put on a personal computer. If it is just a certain number of paragraphs, you could have done that a year or so ago, but, as the number of boilerplate items gets greater and greater, really the technology is allowing you to do that now.

Database Modification

Database—What database allows you to do is maintain information that *you* want maintained and not what someone else wants you to maintain because that has always been the problem. Right? You buy a package and there's a database and it says: here's the field for customer number and it is five characters and yours is seven characters, on and on and on. There are always some items that don't correspond to what you need.

With a database package, you create the database the way you want to create it and once again I will make the same caveat. There are some very, very simple database packages out there—PFS File, PFS Report being examples. There are also some very sophisticated database packages out there—D Base 2—you might have heard of some of these acronyms, as an example of that. You can get sophisticated to the point of indexing information that is in a database. So keep in mind that, depending upon your capabilities, you may want to start simple or you may want to start complex.

The other point I made about database packages is, each of these normally has a function or a corresponding package that allows you to customize your own reports—bring in whatever information, put them in whatever columns, and so on. Let me give you some examples: a customer file is probably the easiest one to explain. A customer follow-up file is another. And these customer follow-ups are so simple to create and it makes you so much more productive, but yet no one does it nowadays. A claim file is another good example, or any type of file tracking. How many times are you trying to keep track of where a file is in your office? That's just a horrendous activity that you are all trying to do and all you need to do really is just create the file system

and maintain it. A lot of these things you can do on paper. There is no question about it. It is just easier to do on a computer.

Spread Sheet Applications

Spread sheet is really the third type of general purpose business package. You can think of spread sheet either as an advanced calculator, or as really a key decision-making tool, and I will tell you it only becomes really productive when you treat it as a key decision-making tool. Escrow accounting—I mean there are a lot of packages out there but if you really understood spread sheets, you could do the same thing on a spread sheet, because it is rows and columns of numbers that are added and subtracted and that have relationships to each other.

Budgeting is probably the number one spread sheet application in America today. Very honestly, everybody seems to do budgeting on a spread sheet basis. But I think the greatest benefit of a spread sheet package is to do “what if”—this is the big term in the industry now—“what if” type of processing and, specifically, if you want to see the effect of a greater increase in claims on your bottom line. What you do first is you set up a model, if you will, of your business: income and your expenses and claims against it and so forth until you get to the bottom line of profit. Then, all you do is start changing certain variables, such as the claims or the reserves that you have for claims and then see the effect of that on your bottom line. That's when you can really start seeing the benefit of a spread sheet.

Graphics is the fourth one. Graphics is very industry specific as to whether it is of great benefit or not of great benefit. There are a couple of applications I would think of for the title industry. First of all, I just talked about changing variables and seeing the effect on something else, such as profit. Lots of times you go through all these iterations and you have all these numbers going around in your head, and it doesn't really mean anything. They are numbers. There is something called business analysis graphics whereby you take those numbers and you put them on a graph, and it can be a line graph or a bar graph or a pie chart or whatever and you see the results pictorially. That tends to stay in your mind and make a lot more sense when you show it pictorially or graphically.

The other thing is, graphics is just a tremendous marketing tool, more than anything else, because with customers, you show them a piece of paper, you show them a brochure, and they go, “Eh, isn't that nice.” And maybe, if they have time late at night, if the television show gets boring, then they will read it. But if

Continued on page 48

Automation: What Agents And Underwriters Should Expect

Richard J. Oliver

Good morning and welcome to the first session of the workshop entitled, "What the Agent and Underwriter Should Expect from Each Other in Automation." I am Dick Oliver from Smith Abstract & Title in Green Bay, Wis., and I will be your moderator.

Gary Garrity from ALTA staff is responsible for naming the exposition accompanying these seminars, "Automation Symbiosis." I don't know how many of you know what symbiosis means. I didn't know so I went to the dictionary and it is derived from the Greek *sym* meaning "with" and *biosis* meaning "living," or "living with." We thus translate these words into living with automation. I may caution those parents among us here today to now be prepared or forewarned that if their son or daughter is overheard speaking about symbiosis, please sit down, take a quick aspirin or other soothing tonic because it could have a dual meaning.

The ALTA has charged your Land Title Systems Committee with the responsibility of running these workshops, this being one of three concurrent presentations.

Moderator Oliver is vice chairman, ALTA Abstract-Agent Section Land Title Systems Committee and is president, Smith Abstract and Title, Inc., Green Bay, Wisconsin. Burke is senior vice president and manager, Great Lakes Region, Chicago Title Insurance Company, Cleveland, Ohio. Butterworth is president, Lawyers Title of El Paso, El Paso, Texas.

The committee also was charged with coordinating the exposition displays of the many vendors in the foyer, up where you folks registered. We have asked these exhibitors to remain open throughout these workshops for your education and product availability. You will be doing yourselves and your companies a lot of good by visiting all of them and you will be able to make some direct comparisons between Product A and Product B, so please take the time to visit these displays.

My function today is to be your moderator for our two speakers, with the topic being, "Agent vs. Underwriter Expectations from Each Other in Automation." Therefore, I thought we would set the proper atmosphere. As introduced earlier in the ball game, I am from Green Bay. Now you folks may have seen a football game last night. We were down 14 to zip after 37 seconds, sort of a disaster. We ended up losing, 17 to 14, so, for 59 minutes, we won.

So we thought we would have a little football game up here today and I am going to act as your referee for our two gladiators whom I will be introducing. You fans assembled in the stands here—very few of you out there at this point, you all must have flown in from Denver—you will be allotted lots of time to ask questions towards the end of the program. Please save your questions, if you will, until after the two presentations. However, if you feel the urge that you must ask the question immediately, that also will be permitted. Your input, like the fans in the stands, is very, very important. So, on to the program.

Joseph F. Burke

In preparing these remarks on the responsibilities of agents and underwriters, I am reminded of a seminar we had in northern

Indiana about 15 years ago, an agent's seminar, and at that time a good many of our agents were still issuing more abstracts than title insurance. We had a little cocktail period before lunch and one of the agents came up to me and said that he planned, as a result of the seminar, to increase his issuance of title insurance that afternoon. I thanked him and I asked him what part of the seminar had motivated him to switch to title insurance and he said it was the cocktail period. His staff had always been instructed to switch from abstracts to title insurance after they had done any drinking at lunch time. So I guess he felt there was a little less risk in the title insurance than in the abstract.

Those of us in the title business were aware for years of mainframe computers as large, expensive and rather mysterious and distant things that handled our payrolls and other administrative duties and many of us have gotten used to the convenience of word processors or memory typewriters in our offices. But most of us had not thought seriously of automating the escrow and title operations of our own offices until within the past few years when a watershed was crossed. And that was the development of the personal computer. With the creation and introduction of the personal computer, software has been developed by some title underwriters and by various outside vendors which will automatically prepare title commitments, policies, settlement forms and standard legal instruments. These systems, that is the combined hardware and software, will automatically calculate tax prorations, interest, title premiums, and recording fees. They will prepare escrow ledger sheets, reconcile bank accounts, and cut checks for real estate settlements. And they will allow you to enter changes and corrections in these forms without having to re-enter the entire tax or refigure the settlement amounts.

Agent-Underwriter Interrelation

I think it is time for all of us, whether we manage large title offices or small, whether we are underwriters or agents, to recognize this new era and to give serious consideration to incorporating a personal computer into our business. I submit that the underwriter has the responsibility of support in introducing his agent to the mysteries of automating the title business, just as he is responsible for supporting him with marketing and underwriting assistance, because it makes the agent more competitive in the market place.

I suggest that this support take the following forms. The agent should have the opportunity of visiting the underwriter's office for an explanation and display of the underwriter's present and planned automation. The agent should have an opportunity to speak with the underwriter's systems people as well as his operating people on the subject. The underwriter should sponsor programs or seminars for groups of agents to acquaint them with state-of-the-art in automation. The underwriter should be familiar with the capabilities of the leading independent vendors and should arrange for them to objectively present their systems to agents. This might be done singly or through a trade show type of format.

If the underwriter has the capability and chooses to do so, it may develop a system, that is a hardware and software package, to be offered to the agent for his consideration. The underwriter's system should have a reasonable and competitive price tag with convenient arrangements for installation and instructions for staff training, and should contain a plan for hardware maintenance and software support. The underwriter's system should be displayed objectively and evenhandedly with the systems of independent vendors. And, if the agent chooses one of the vendor's systems in preference to the underwriter's, the underwriter should support him in this decision.

While it seems obvious that the underwriter's system should be programmed for its own forms, it should allow the agent to adapt it to the use of competitor's forms without prohibitive technical or financial obstacles. And I suggest that the underwriter's system should be developed as one more instrument of support for the agent and not necessarily as a profit center in itself.

Effective Competition By Agents

What is the agent's responsibility to his underwriter? It is quite simply to compete effectively in his market place. In the area of automation, this means having an open mind to the introduction of automation in his office and this means taking the time to look into opportunities for automation that are presented by his underwriters. For example, vis-

iting an automated underwriter's office, attending automation trade shows sponsored by his underwriter and perhaps offering his office as a test site for automation. And, lastly, by having patience with the underwriter's efforts to introduce the proper system into the agent's office, if any system is called for, because the underwriters are rather new at some of this themselves.

In summary, the introduction of the personal computer into the title business opened a new era of automation for small offices that can rely on a single work station, and for larger offices that will network several units. The personal computer will become as common and indispensable as pens and pencils in the title office of the future. It is the underwriter's responsibility to guide the agent into this new era of automation in order to help him to compete most effectively in his market place. And it is the agent's responsibility to have an open mind toward automation, to take advantage of the underwriter's support and to educate himself in this area in order that he might meet his responsibilities toward his own company's competitive objectives as well as the underwriter's.

Hughes Butterworth, Jr.

When Gary Garrity called and asked me to perform this act of handling the agent's side of "What is Expected in Automation Between the Agents and the Underwriters," I really had second reservations as to why he had called me to come from El Paso to this great state and present a discussion on automation. But I quickly realized what it was, that is the fact that I represent about nine different underwriters, so that I will probably get into trouble with everyone that I represent before I sit down. But I am fortunate that I don't represent just one underwriter. I do have nine different underwriters that we perform for and it is the balancing of the volume that we have fun with all the time.

But let me repeat what the topic heading is again in case we've drifted off into a sleepy state and that is, "What the Agent and the Underwriter Should Expect From Each Other in Automation." And you might underline that word *expect*. I could answer this merely by saying they should expect nothing from one another and sit down and say no more. However, as time has passed, we as agents have come to demand more and more from our underwriters and therefore we each expect a lot from each other in return.

Automation Defined

To address what the agent and underwriter expect from each other, let me first define this

word automation.

Automation has three different definitions in the dictionary. The first says that it is an automatic operation or control of a process, equipment, or system. That's fairly decisive if we think about automation. The second says it is a totality of mechanical and electronic techniques and equipment used to achieve such operation or control. And the third states it is the condition of being automatically controlled or operated.

Let me repeat that third definition again and, as I do, I would ask that you shut your eyes and think of three specific areas as I repeat this third definition again. I want you to shut your eyes now and think of the words underwriter, computer software, computer hardware, and agent. Shut your eyes just a second, think of the words underwriter, agent, computer software and hardware. And the definition states: automation—the condition of being automatically controlled or operated. Now you can wake up again and we will get back into this discussion.

Let me attempt to paint a picture for you in words—of what automation is in the title agencies in today's world. There are two basic areas of automation in a title company—office machines and computers. First, it is rather easy to understand as we relate it to history as it begins with handwriting, telephone and telegraph, electronic typewriters, copy machines, microfilm and facsimile reproduction equipment, electric memory typewriters, word processors. All of these are common in the field. Reproduction—reproduction by memory, electronic retrieval, or direct access. But you must note that none operate or exist without the human being being involved somewhere on the parameters of those devices.

The second, "computers," is really only an outgrowth or the continuing growth of the electronic retrieval field that is in its very, very early infancy. However, it breaks itself right now into two very clear fields. The first is hardware: easy to see and really easy to sell. And the second is software: hard to sell, nothing to see and also very easy to sell.

Let me enlarge a little in the area of computers as we look at what is expected from this underwriter and agent relationship. You first must locate a software program before you establish the type of hardware you use. Then you should research the hardware for the repair services available for your territory or area, the state of service and the time required to correct a failure. Next, can the hardware and software be expanded to meet your growing needs, such as adequate communication devices from software and hardware? And, last, is it affordable?

With all this in mind, one must remain totally independent and not allow a software vendor or an underwriter to have a stranglehold on your business computer system. The

feeling for a business man to realize too late that he has taken on a software or an underwriter's relationship package as a partner instead of merely a supplier.

Again, let me stop and redefine the word automation: the condition of being automatically controlled or operated. You have to realize that there will always be changes in our industry and that these changes will usually require changes in your computer software. Remember, a programmer or an underwriter is only a mechanic who modifies, or repairs that computer software. So don't let him dictate what the work will be that it will perform for you.

To avoid pitfalls, you may want to carefully investigate the background of your potential software suppliers and follow a few of these simple basic rules.

Six Basic Rules

First, pick a supplier with some financial strength and experience in our industry. Second, make sure that more than one programmer can work on those programs. Third, get a list of the supplier's previous customers and solicit their opinions and ask for truthful opinions. Fourth, establish a clear rule for future changes in the software and their associated cost thereof. Fifth, don't get caught in that software development trap. Existing software can usually be modified inexpensively to match your individual requirements. And, sixth and certainly not least, get quick access to the source codes in any software agreement you sign. And I repeat that. Get quick access to the source codes in any software agreement you sign.

Enough of the computer hardware and software and so forth. You can learn a lot more from other seminars or from directly walking down the hall and seeing some of them in action.

Let me return to automation discussion in your title industry and what we should look at. How many times have you heard, "Since most agents have neither the technical talent nor the time to adequately begin a systematic study of existing automatic systems, it is natural to look to the underwriters for solutions."

Any of you heard that before? Now, really, this is for the birds. Automating a company can be no different from deciding what type of typewriter or what type of bookkeeping system to buy—you don't ask or, better yet, tell your underwriter to tell you what to buy or use, or to get into your system when you are looking for a typewriter. It should be no different in the computer line.

Feasibility Study Essential

We all know that choosing what our company wants and needs is one of the most important tasks of management. The greater the effort put into the selection, the greater

the chance for success in automation. A must is the feasibility study, probably done by an independent source, and it should answer: is it feasible from organizational, technical, and economic standpoints to automate?

You must have a clearly established goal of what you need, or want to accomplish, through automation. As an example, do you want your policies and binders written for you? Do you want escrow and accounting packages? Do you want closing and settlement packages? Do you want a general file location and maintenance? Do you want plant automation, such as geographical or alphabetical? Judgment and land indexes? Plotting and "orbing"? Probate and court indexes? Word processing? Sales and marketing reports? Reports to your underwriters? All these are areas that you need to take into consideration within your own operation. The size of your community, however, will indicate and probably dictate what and how much should be automated within your own shop.

Uniformity Dictates Relationship

Now where do the agent/underwriter fit together in this area of automation? Uniformity, and I repeat the word uniformity. Uniformity probably is the key word when approaching automation. Uniformity is also the greatest challenge to this title industry today. It is probably far more important even than "controlled business" that we all talk about. Uniformity is the major and probably the only area in automation that should involve an agent/underwriter relationship. And, I repeat, uniformity is the major and probably the only area in automation that should involve an agent/underwriter relationship.

The federal government, through HUD, gave us RESPA, which included a uniformity in our closing statements. What a shame that we had to wait for the federal government to force us into uniformity in our closing statements. ALTA has given us uniform title insurance forms for our various policies, which the underwriters have all accepted. However, to date there is no uniformity to the forms themselves, such as standard margins, standard spaces, and so forth. The only one who can give us this is the underwriter. In other words, standardization of all forms is a must for automation in our industry and this is what all the underwriters with ALTA's help must do for the agents in the future.

Standardizing "Take-Off"

The next area must come from the underwriters again, and I hope with ALTA's help. And that is uniformity and standardization of what we call in my territory the word "take-off" of the information and data that is being reported at the various government offices which we put into our system daily. I repeat, uniformity and standardization of what we call

"take-off." Now I don't mean what information we should take, but I mean the space or the area that is required to hold this information in automation form.

I know you've all filled out many forms that looked something like a lot of little boxes and, as you put your name and address in those boxes, you didn't realize what you were doing. But the reason for this is that you were setting up the uniformity for someone else's automation as you filled in those little boxes. As the technology is developing in our industry, uniformity becomes a must for all of us.

As an example, last names of parties must be fixed into a 14-letter field. First names must be fixed into a maximum of a 14-letter

Continued on page 51

Past President Morton Dies in California



Morton

Services and burial were in San Mateo, California, for Thomas G. Morton, ALTA president in 1943-44, who died there at the age of 85. He had been a resident of San Mateo since 1918 and began selling title insurance in the mid-1920's.

At the time of his death, he was chairman of the board of Western Title Insurance Company and president of Title Guaranty Company and Associated Title Company. He served as California Land Title Association president in 1936.

In a 1982 *Title News* interview on the occasion of the seventy-fifth anniversary of ALTA, he was asked what advice he had for the Association, its regional and state title association affiliates and individual title companies on preparation for the future.

"With the adoption of computer title plants, the major training grounds for future title examiners and escrow officers have been eliminated," he said. "As a result, training programs must be developed. I suggest that a thorough study be made of what is available and what is needed and, if possible, that more complete training programs be developed."

Turning to another topic, he said, "I have always believed that business that money can buy can be purchased by a competitor by increasing the payment. Business that can be obtained by good service can only be lost to a competitor if he provides better service. Service should be the determining factor.

Among the survivors is a son, Robert H. Morton, president of Western Title, who is a former member of the ALTA Title Insurance and Underwriters Section Executive Committee.

Automation Events Planned for 1985

Following a successful workshop on land title automation and AUTOMATION SYMBIOSIS exposition during the 1984 ALTA Annual Convention, the Association Abstracter-Agent Section Land Title Systems Committee is developing similar events for the 1985 ALTA Convention to be held October 6-9 in San Antonio, Tex.

Impressive attendee participation highlighted the 1984 workshop, which featured concurrent sessions that were repeated. Workshop headings were title automation, non-title automation and what the agent and underwriter should expect from each other in automation.

The title automation session was moderated by Committee Chairman John D. Haviland, president South Ridge Abstract & Title Co., Sebring, Fla., with Committee Member Dennis R. Johnson, president C. W. P. Software, Spring, Tex., and William L. Thiss, assistant vice president-plant systems, First American Title Insurance Company, serving as discussion leaders.

Moderating the non-title automation session was Committee Member Alfred J. Holland, president, Paragould Abstract Company, Paragould, Ark.; discussion leaders were Committee Member M. Scott Stovall, president, Evergreen Land Title Co., Springfield, Ore., and Wayne Flaggs, systems engineering manager, IBM Corporation, White Plains, N. Y.

Committee Vice Chairman Richard J. Oliver, president, Smith Abstract and Title, Inc., Green Bay, Wis., was moderator for the session on underwriter-agent expectations. Discussion leaders were Hughes Butterworth, Jr., president, Lawyers Title of El Paso, El Paso, Tex., and Joseph F. Burke, vice president and regional manager, Great Lakes Region, Chicago Title Insurance Company, Cleveland, Ohio.

Committee members are considering the

possibility of format changes in planning for the 1985 workshop. Program details will be announced later in the year.

Site for AUTOMATION SYMBIOSIS 2, the 1985 exposition, is the newly remodeled San Antonio Municipal Auditorium, considered by many to be the finest exhibit facility in the city. The number of available booths has been increased by one third over last year, when some prospective exhibitors were turned away because all space was sold.

Daily shuttle bus service will be offered between the exposition and the Hyatt Regency San Antonio, the Convention hotel located within a 10-minute walking distance. There will be a number of special features designed to further attract Convention attendees to the exhibits. Among these are having the Convention opening ceremonies kick off

Continued on page 50

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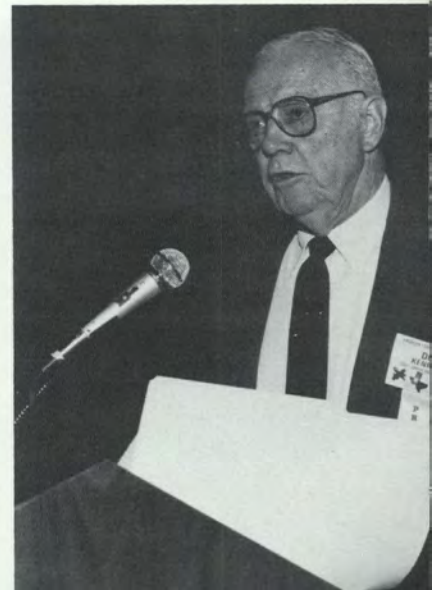
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Photographs Capture Convention Highlights

Photographs shown here and those on the following pages capture highlights from the 1984 ALTA Annual Convention that attracted a record registration of more than 1,200. At right, Association Immediate Past President and Mrs. D. P. Kennedy and (center, right) President-Elect and Mrs. Gerald L. Ippel are presented at the Convention banquet; Kennedy completed his term as 1983-84 ALTA president earlier that day. At center, left, Kennedy and Susan Perry of ALTA staff congratulate the winner of the drawing for a free vacation in Hawaii attendance prize—New Mexico Land Title Association Secretary David K. Lanier. The 1983-84 president calls a Convention General Session to order at bottom, right, and receives a ceremonial Indian headdress from ALTA Abstracter-Agent Section Chairman John R. Cathey of Oklahoma (bottom, center) that a hospital stay prevented him from accepting at the 1984 Oklahoma Land Title Association Convention. At bottom, left, are Title Industry Political Action Committee Chairman Roger N. Bell, right, and Senate Budget Committee Member J. James Exon (D-Nebraska), who addressed the TIPAC luncheon. On the facing page in the two photographs at top, officers and executives from affiliated regional and state title associations join ALTA officers and staff for an association management seminar; shown from right in the photograph at right are ALTA Executive Vice President Michael B. Goodin and ALTA Officers Kennedy and Ippel. Making presentations at the aforementioned seminar in the two center photographs are, from left, President Kay Schroeder and Executive Vice President Catherine L. Lancaster of the Texas Land Title Association, and Dixie Land Title Association President Bruce S. Bobo and Kansas Land Title Association Secretary John M. Bell. The lower photograph shows the ALTA Board of Governors and its Executive Committee hard at work in a joint meeting.











Senior Vice President Emphasizes Membership Recruitment-Retention

ALTA leaders have placed growing emphasis on the recruitment and retention of members as an essential means of building Association strength for effectively dealing with the challenges faced by the title industry.

In a recent *Title News* message, Association President Jack Rattikin, Jr., said: "More and more people now feel that ALTA membership is a real benefit to them . . . there appears to be a great deal of interest and excitement in the membership as a whole."

Further evidence of the commitment to increasing membership strength is seen in the assignment of staff for major concentration in this area of activity. Working on membership recruitment is Senior Vice President William J. McAuliffe, Jr., a 19-year ALTA staff veteran who is widely known throughout the title industry.

"We are fortunate to have Bill McAuliffe as an active ALTA staff member until his retirement in January, 1988," said Association Executive Vice President Mike Goodin. "His extensive experience with the American Land Title Association is of great value to me as he offers counsel to the entire staff."

Among Bill's current duties is assisting in transition work with recently appointed ALTA executive staff members, Executive Vice President Goodin and General Counsel Jim Maher. Working with Jim, Bill furnishes legal background on various ALTA activities; recently, they worked together on a new, improved and expanded *ALTA Manual of Organization and Procedures*.

Among Bill's recent assignments have been amendment of the articles of incorporation of the Land Title Institute and the incorporation of comprehensive changes in the ALTA By-Laws to reflect actions and recommendations of the ALTA Board of Governors and the ALTA Executive, Planning and ByLaws committees.

Bill enthusiastically advocates ALTA membership, stating, "If you're in the title business, ALTA is your business." He believes a successful membership drive cannot be real-

ized without the active involvement of existing members, since ALTA is an "Association for, of and by the members."

According to Bill, "the most effective means of generating belief in non-members is through believing members."

To achieve this member involvement, Bill maintains communication among member agents, abstracters and underwriters via personal phone calls, written correspondence and personal visits and speaking appearances at affiliate conventions.

He works in general member liaison offering ALTA assistance, acting as conduit for affiliate association and member viewpoints, and helping ALTA respond to member concerns, interests and expectations.

As membership coordinator, he is responsible for membership application processing from initial receipt at the ALTA office to presentation of pending applications with the Membership and Organization Committee chairman at Executive Committee and Board of Governors meetings. Bill praises his assistant, Kristy Mathews, as a great help in his various activities including timely and efficient membership application processing.

Personal visits and contacts are an impor-

tant part of Bill's work. Recently, he spent two weeks in Pennsylvania contacting and meeting with personnel of approximately 20 title companies regarding ALTA membership. He also speaks at affiliated title association conventions where designated.

Bill continues to serve on the board of directors of the Land Title Institute and as a trustee of the ALTA Group Insurance Trust in a transitional role. "I have relied on Bill's advice on countless occasions and am grateful he will be with us for the next three years," Mike added.

Bill provides staff assistance for the By-Laws and Membership and Organization committees. His educational background includes a law degree from Boston College and a masters in law degree from Georgetown University.

Before joining ALTA in 1965, Bill held the following positions: from 1949 to 1951, trial attorney in the Anti-Trust Division of the Department of Justice; from 1951 to 1955, trial attorney for the Civil Aeronautics Board, and, from 1955 to 1965, attorney for the American Medical Association. He is a member of the bar in Massachusetts and in the District of Columbia.



ALTA Senior Vice President William J. McAuliffe, Jr., and Kristy Mathews discuss a membership application.

erals and respect of the public in general. It would take many, many pages to discuss these problems in detail. But, of course, this cannot be done here. This article is merely written to attempt to impress upon the more experienced members of the various title and abstract companies that the young or inexperienced title man or title woman does have problems which the senior members no longer experience, and to encourage the more experienced title people to invest in the future of their business and profession by giving their time and talents to the young men and women who need their help so greatly.

As we closed out 1984 and began thinking of starting afresh in 1985, perhaps a good question to ask ourselves is, "What difference have we made?" Instead of measuring ourselves on the basis of how much money we have made, how popular we have been, honors we have received, or how busy we have been, perhaps a more pertinent question to ask ourselves is, "What difference did we make in our community and the lives

of people with whom we have had contact during 1984? Would the community have been just as well off without our living here?"

I would imagine that most of you are much like me. I was created with much more potential than I will ever develop. I grew up in a family, community and church where I was loved and nurtured and provided good role models. Society provided me with a good education and an opportunity to pursue a career of my choice. As I pursued that career, many have helped and encouraged me and served as my mentor. Many people have helped to shape my life and have "made a difference" in who I am and what I have become.

As I set my goals for 1985 then, I cannot really be content with just taking up space, or getting by, or staying busy. Nor can I take the attitude of, "Let the world go by, I don't want to get involved." If I am going to enjoy the blessings of life, I have also got to be willing to assume the responsibilities that go with those blessings. I have been blessed, and it would take another full life just to pay off my obligations. That is why, as I prepared my New Year's resolutions for 1985,

at the top of my list was the resolution to live in such a way that I will "make a difference."



Jack Rattikin, Jr.

Richard A. Johnson



Governor Johnson, a past president and past governor of the Nebraska Land Title Association, was instrumental in work on a new title insurance law with a controlled business limitation that began during his presidency. The measure was enacted the following year.

He has served as chairman of an NLTA title

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insurance agents committee since its formation over three years ago and has 24 years experience in the title industry.

"The biggest thing I see ahead is the future marketing of title insurance," he said. "Will it be through local abstracters and agents or through lender and real estate broker affiliates? What is the industry going to do about controlled business? It's a concern of many ALTA members and the Association should continue to address the problem."

"Also facing ALTA members as an important challenge is the automation of the title industry," Governor Johnson added. "The Association Land Title Systems Committee should continue its educational work in this area—including the successful automation workshop and exposition at the ALTA Annual Convention."

Albert R. Riggs



Governor Riggs, a past chairman of the New York State Land Title Association Title Insurance Section, has spent some 30 years in the title business with assignments ranging from New York to Florida.

"I believe that, as much as possible, we must maintain a united front on matters affecting our industry," he said. "I am also concerned with attracting and training qualified personnel. Unless we take positive steps in that direction, our future could be in trouble."

TAMPA SEMINAR—continued from page 8

ican Land Title Association may be sent to ALTA Vice President-Public Affairs Gary L. Garrity in the organization's Washington office, Suite 705, 1828 L Street, N.W., Washington, D.C. 20036.

In addition to Chairman Hubbard, Education Committee members include Vice Chairman Mary C. Feindt, president, Charlevoix Abstract & Engineering Co., Charlevoix, Mich.; Wallace E. Buchanan, president, Western States Title Company of Summit, Park City, Utah; Charles E. Luczynski, vice president, Nebraska Land Title & Abstract Company, Omaha, Neb.; Timothy J. McFarlane, vice president and manager, Idaho Title and Trust Company, Idaho Falls, Idaho; P. C. Templeton, president, First American Title Company of New Mexico, Albuquerque, N. M.; Bill Thurman, president, Gracy Title Company, Austin, Tex.; and Phillip B. Wert, manager, Johnson Abstract Company, Kokomo, Ind.

ALTA Governor Cara L. Detring, vice president, The St. Francois County Abstract Co., Farmington, Mo., is board advisor to the committee.

Eggertsen Succumbs In Salt Lake City



Eggertsen Word has been received of the death of Mark D. Eggertsen, 75, first Utah member of the title industry to serve on the ALTA Board of Governors, in Salt Lake City. He entered the title business in 1934 and was founder, chairman of the board and chief executive officer of Security Title Company and president of First American Title Company of Utah.

He served as first president of the Utah Land Title Association in 1957-59 and received that organization's first Titleman of the Year award in 1980.

A native of Provo, Utah, he was the first president of the Provo Junior Chamber of Commerce and later received its first Distinguished Service Award. More recently, he was a member of the Home Builders Associa-

tion of Greater Salt Lake, Salt Lake Board of Realtors, and the Ambassador Athletic Club—where he was a past governor.

NYSLTA Honorary Member Is Dead

Word has been received of the death of William Wolfman, 83, retired chief counsel and senior vice president, Tigor Title Guarantee Company, New York, New York.

An adjunct professor of law at New York University School of Law who also taught at the Practising Law Institute, he was consulted regularly by the governor's counsel in his state as to legislation affecting real property.

He was an honorary life member of the New York State Land Title Association and a long-time chairman of its Law Committee. A founder and member of the Real Property Lawyers Discussion Group in Manhattan, his work included substantial contributions to the development of many of the title insurance forms currently in use.



Chairman Carleton L. Hubbard, Jr., of the ALTA Abstracter-Agent Section Education Committee introduces the Oregon Regional Seminar "Escrow Clinic" panel members, who are, seated, from left, Michael G. Magnus, George N. Peters and Fred Macy.



Discussion leaders held the undivided attention of attendees at the Oregon Regional Seminar, as the photograph at right indicates. On the left, Thomas J. Brusca, left, and Larry Feagans visit during the Oregon event.



Around the Nation

Discussion Groups Wisconsin Feature

The Wisconsin Land Title Association convention in Milwaukee featured three discussion groups which encouraged member involvement. They were entitled: "Office Automation," moderated by **Ted** and **Steve Schneider**, Kenosha Title Services; "Title Insurance Examining Problems and Claims," moderated by **Nic Hoyer**, Wisconsin Title Service Company and **Chuck Schiereck**, Chicago Title Insurance Company, and "Company and Employee Benefits," moderated by **Paul Oswald**, Monroe County Abstract Company, and **Steve Evans**, Outagamie Abstract & Title Company.

Tom Tobolski, TICOR Title Insurance Company opened the general session with his speech on bankruptcy related real estate title problems. His speech was followed by attorney **Ed Pronley's** (Frisch, Dudek & Slattery S.C.) discussion on title problems involving mortgage and land contract foreclosures. Attorney **Richard Buellesbach**, Whyte &

Hirschboeck S.C., presented the controlled business committee's update concerning WLTA's activity involving the state insurance commissioner.

Jack Rattikin, Jr., Rattikin Title Company, appearing as ALTA president-elect, installed the newly-elected officers: **James Vance**, Jefferson County Abstract Company, president, and **Roger Manley**, Walworth Security Title, president-elect. **Carrie Hoyer**, Wisconsin Title Service Company, was re-elected secretary-treasurer. Directors for 1985 are **Dick Oliver**, Smith Abstract & Title, Inc.; **Jeff Green**, Knight-Barry Abstract Company; **Steve Conway**, Forest Abstract Company; **James Duffy**, Ashland Land Title Company; **Chuck Schiereck** and **Paul Oswald**.

Commentary Praised By Affiliate Officer

ALTA President-Elect **Gerald L. Ippel's** (he is president of Ticor Title Insurance Company) address on the state of the nation from the title industry perspective—delivered at

the Louisiana Land Title Association Convention in New Orleans—was described as "outstanding" by LLTA Secretary-Treasurer **Claudius A. Mayo**, Mayo Land Title Company, Inc.

Mayo reported that the LLTA convention emphasized educational activities. In addition, a proposal to merge LLTA with the Dixie Land Title Association was reviewed but was not approved. In related discussion, it was suggested that future LLTA and DLTA annual conventions be combined on a regular basis.

John N. Casbon, First American Title Insurance Company, was re-elected LLTA president and **Mayo** was re-elected secretary-treasurer of the association.

Marion Schmidt Dies in Philadelphia

Services were in Philadelphia, Pennsylvania, for **Mrs. Marion Schmidt**, who died there after an extended illness. She was the wife of **James G. Schmidt**, an ALTA Honorary Member and former treasurer and former Federal Legislative Action Committee chairman for the Association, who is retired as president of Commonwealth Land Title Insurance Company.

Insurance Director Addresses LTAA

S. David Childers, director of insurance for the state of Arizona, was a featured speaker at the Land Title Association of Arizona convention in Tucson, Arizona. Other speakers were **Elliott Pollock**, economist, Valley National Bank of Arizona, and **William Perkins**, attorney, Jennings, Strouss and Salmon.



ALTA President-Elect **Jack Rattikin, Jr.**, addresses the Wisconsin Land Title Association at left. In the other photograph, WLTA leaders are, front row, from left, directors **Jeff Green**, **Steve Conway**, **James Duffy** and **Chuck Schiereck**. Back row, from left, **Paul Oswald**, director; **Roger Manley**, president-elect; **James Vance**, president; **Bill Holstein**, immediate past president; **Carrie Hoyer**, secretary-treasurer and **Dick Oliver**, director.

ALTA Abstracters and Title Insurance Agents Section Chairman **John R. Cathey**, The Bryan County Abstract Company, installed the newly-elected officers at the convention.

They are: **Terence Mitchell**, Stewart Title & Trust of Tucson, president; **Virginia Carter**, First American Title Insurance Agency of Pinal County, vice president and **Robert Newlon**, Title Guaranty Agency of Arizona, secretary-treasurer. The new LTAA executive committee consists of the aforementioned officers and immediate past president, **Tom E. Evans**, Fidelity National Title Agency; and **Russ Riggs**, USLIFE Title of Dallas and **Frank Wiley**, Fidelity National Title Insurance Company, serving on the committee as legislative co-chairpersons.



Newly-elected officers of the Arizona Land Title Association shown at left are, from left, Terence Mitchell, president; Virginia Carter, vice president and Robert Newlon, secretary-treasurer. Shown in the other photograph are, from left, Steve Hyman, outgoing vice president; John Cathey, ALTA Abstracters and Title Insurance Agents Section chairman; Terence Mitchell; Tom Evans, immediate past president, and S. David Childers, Arizona state director of insurance.

Employees Purchase Fidelity National Title

Fidelity National Financial Corporation, a newly formed company, has announced the definitive purchase agreement for 85.9 per cent of the outstanding common and preferred stock for Scottsdale, Arizona, headquartered Fidelity National Title Insurance Company

from Security Savings and Loan Association of Arizona. According to **William P. Foley, II**, president of the new concern, the company, through an offering to all employees of Fidelity National Title has enabled the company to be established as the first employee-owned national title underwriter.

The total price on the leveraged purchase was \$20,983,000. The down payment of the acquisition was \$8,783,000 with the balance to be paid over the next five years.

Fidelity National Title Insurance Company's gross revenues were \$16,633,935 for the first half of 1984. As of July 1, 1984, Fidelity's total assets were \$25,192,610. Pre-tax earnings for the six-month period ending June 30 were \$983,270.

Principals of Fidelity National Financial Corporation are key Fidelity National Title Insurance Company executives and employees. Besides **Foley** as president, they include: **Mark E. Basile**, executive vice president;

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ALTA Award to Los Angeles Columnist



ALTA President-Elect Gerald L. Ippel, second from left, who is president of Tigor Title Insurance Company, presents the winner's check to Don G. Campbell, columnist for the Los Angeles Times, in the ALTA-sponsored Consumer Information Category of the National Association of Realtors Real Estate Journalism Achievement Contest. Campbell's entry, entitled, "Realtors Split on Issue: Who Speaks for Buyers?" addressed the question of who is actually represented by the broker in a residential resale transaction. Edward L. Coffey, ALTA governor and Tigor Title executive vice president, is at left and William D. Klimback, Tigor Title executive vice president, is on the right.

Frank P. Willey, vice president and general counsel; Steve L. McCartney, vice president and treasurer; and Tom E. Evans, president of Fidelity National Title Agency of Tucson, Tucson, Arizona, secretary.

Fidelity National Title Insurance Company maintains 10 branches in California and has operations covering more than 300 agents in 29 states and the District of Columbia including those of its wholly-owned subsidiary, Southern Title, which operates in the southeastern states. The company also has two wholly-owned subsidiary companies in Arizona, the previously mentioned Fidelity National Title Agency, Inc., Tucson, and Fidelity National Title Agency of Maricopa, Inc., Phoenix.

BELL—continued from page 11

the bar's opinion conforms to ALTA principles with one exception—title companies can conduct closings and issue binders and policies but cannot fill in blanks. So, we won at least 75 per cent of that one.

The Farmers Home administrator in Oklahoma issued a directive that would have

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stopped title companies in that state from filling in blanks of the Farmers Home forms. The administrator alleged that that was the unauthorized practice of law. The Oklahoma Land Title Association requested help. Tom Jackson and Pat Gurne talked to the Farmers Home office in Oklahoma and in Washington, D.C. The proposed directive was never implemented. We won.

The Florida "Gap" insurance case—a Florida insurance agency filed a complaint with the insurance commissioner of Florida against the land title industry because they claimed that the industry's practice of protecting the insured between the closing and the recording of the instruments constituted casualty insurance for which these companies were not licensed. The Florida Land Title Association requested American Land Title Association participation and the then president of the Association, C.J. McConville, testified. The insurance commissioner later ruled in favor of the title industry and we all won that one.

Torrens proposals have been defeated in Montgomery County, Maryland; Michigan and Colorado. ALTA furnished help in these cases through Bill McAuliffe, Mark Winter, Tom Jackson, and Pat Gurne.

ALTA staff has worked with regional and state title associations in eight states to solve the forest boundary dispute problem between the Forest Service and property owners. Charlene Ward, then president of the New Mexico Land Title Association, interested her senator, Pete Domenici, in this problem and he introduced a bill which helped resolve these disputes. Gary Garrity and Bill McAuliffe helped coach Charlene with her testimony before the Senate committee concerning this bill.

Many more things—NAIC Model Title Insurance Act, seminars, soliciting agent problems in Pennsylvania and New Jersey, our state legislative-regulatory early warning system, controlled business in Nebraska. We have provided help in the form of dollars, advice and testimony.

Future Challenges

Well, this is the past. What have we facing us in the future? You are going to see, or have already seen, that more ALTA members will be involved in ALTA committees. ALTA has more staff than ever before. The American Land Title Association has in-house counsel for the first time. Mike Goodin, our new executive vice president, is a proven leader and has the authority and the power he needs to manage Association activities.

ALTA will be on top of what is going on in the states through our State Legislative and Regulatory Action Committee.

Last, but perhaps most important of all, there will be more contact with affiliated associations, abstracters, underwriters and

Mid-South Presents Law Scholarship



ALTA Past President James L. Boren, Jr., president and chief executive officer of Mid-South Title Insurance Corporation, Memphis, Tennessee, congratulates Beth Weems of Germantown, Tennessee, recipient of Mid-South's Vanderbilt Law School Scholarship. The scholarship is funded by Mid-South and is awarded in the name of the Memphis and Shelby County Bar Association. Scholarship eligibility is confined to first year law students in the Memphis area. Weems is a 1984 magna cum laude graduate of Vanderbilt University, Nashville, Tennessee, and is a member of Phi Beta Kappa.

agents, because of Bill McAuliffe's new role to strengthen these relationships, recruit new members, and bring this Association closer to its membership.

New Frontier Promising

I can feel a new spirit of confidence in this Association. We've weathered the business recession. Our companies are back in the black. ALTA is rebuilding its rainy day fund. The American Land Title Association now has the staff to do things we have not been able to do before. The membership is more involved than ever. With TIPAC, the early warning system, a hot line system of legislative contacts and the respect that this Association enjoys on Capitol Hill, we will be successful in facing the challenges of the New Frontier.

FROEHLKE—continued from page 13

bank. The danger of leverage is far more subtle. An applicant needs a loan . . . human nature takes over.

Non-Competitive Results

Let's look at the record. A Federal Reserve study of two Missouri bank holding companies revealed that 80—sometimes 100—per cent

of their subsidiaries' loan customers bought their credit insurance from the bank that made the loan. And the rates were very, very uncompetitive. This is not an isolated case. Nationally, the record shows that tie-ins by banks between the extension of credit and the sale of credit life or disability insurance are commonplace. And rates are almost always non-competitive. Whether this results from coercion or subtle leverage, the public is still not well-served.

The banks say they can keep their insurance business completely apart from their banking activities by creating a holding company to isolate their banking interests from their insurance interests. That's a smoke screen. A parent will—must—shore up a subsidiary, for the sake of its reputation in the markets and because regulators will demand it. Certainly, Equitable stands behind its subs all the way.

As I said at the outset, it is clear from a practical standpoint that there is no fair way to set up a game where banks and insurance companies can compete equally. We Americans are a sporting people who love a fair fight. But we don't tolerate inequities. To allow banks into the insurance business would perpetrate a gross inequity. Let's not let that happen.

TIPAC Work Continues in Support of Congressional Candidates



Title Industry Political Action Committee work to financially support the campaigns of Congressional candidates with views compatible to those of the title industry is a continuous effort, as these photographs attest. At left, First American Title Insurance Company of Arizona President Edward M. McLain, left, presents a TIPAC campaign contribution check to Republican Candidate Jim Kolbe, who was successful in unseating the incumbent to win in that state's



Second District. At center, Commonwealth Land Title Insurance Company Vice President Tom Milligan, left, talks with Congressman Larry Coughlin (R-Pennsylvania), following a similar presentation. In the third photograph, Vance Abstract Co. President Alfred C. Vance, right, presents a TIPAC campaign check to Arkansas Democratic Senator David Pryor. These pictures typify TIPAC activity across the nation in support of candidates from both parties.



PINOIA—continued from page 16

kerage, and impose a moratorium on further expansion of bank powers. It cited Continental Illinois as the reason why banks need to be re-regulated. Yet, one of the causes of that bank's problems was regulation itself. The bank couldn't build a branch system to attract small depositors, hence it had to rely totally on costly and very expensive and unstable big money.

A totally different philosophy on regulation was held in the Senate. In general, the senators felt that banks needed expanded powers in order to provide new financial services and therefore to be more competitive. I think that you can understand that I agree with that latter philosophy.

Expanded powers are absolutely essential to banking's future. I recall reading an observation about government made way back in colonial times, when the observer wrote, "No man's life, liberty or property are safe while the legislature is in session." I believe that.

Yet, I remain relatively confident about the future of banking. Banking has been the cornerstone of America's financial structure now for some 200 years and it will continue to do so and be so in the years ahead. That's because bankers are developing, improving, in-

novating, working smarter—in short we are coming up with new ways to better serve our customers. Customers want their bank on a piece of plastic that they can carry in their pockets or purses. They want mail order money. They want to pay bills by telephone. They want to conduct banking in their home with a television set and a computer connection. They want access to their cash around the clock, around the year, around the world.

Customers want more and more financial services from one location. And bankers are moving forcefully and aggressively to meet those demands. At First Interstate, for example, we have installed a discount brokerage service where customers can use a toll-free number to buy or sell stock with proceeds going directly into or out of their account. We have started a pilot program where we lease space in our offices to a full-service brokerage house. We have joined with SAFECO Insurance Company in an experimental program to provide personal lines of property and casualty insurance to First Interstate customers, currently only in California. We are franchising our name and services. Customers from here in Nevada traveling to Anchorage or Hawaii or even Sheboygan will now find First Interstate offices, our signs, our signature, our logo—hometown service all through a franchised agreement in a franchised location.

Competition in financial services is also intensely spawning innovation and development of new products. Banking from home with your television set and paying bills by telephone are just two examples and you are only seeing the beginning.

Respond to Change

The new economy is providing the environment for ever increasing changes for the financial service businesses. And so in summary, we have taken a very broad look this morning at some of the sweeping changes across America's economic landscape. While I have cited only three sectors: autos, housing and financial services, you can easily find comparable changes in many other businesses. If there is a lesson to be learned from all of this I would say that it simply is this. Respond to change. Don't be a victim of it. Leave as little to fate as possible.

Let me close with a story about a storm that hit a small community last winter. During the heavy rains, the local pastor stood in front of his church watching as the floodwaters rose to his knee and a neighbor went by in a skiff and asked him to jump in. He said, "Don't worry about me. The good Lord will take care of me. Save someone else." The waters continued to rise and reached his chest level and another boat drew by, asking him to hop in and he said again, "Don't worry about me. The Almighty will take care of me."

As the floodwaters reached his chin, a helicopter tossed down a line to him and again the good reverend was kind enough to offer that line to someone else; he was sure that he would be taken care of. Well, as you can imagine, in due course of time, the floodwaters rose over his head, and he appeared very wet and bedraggled in front of St. Peter and he said to St. Peter, "Why didn't you help me?"

FOR LEASE: Sovereignty title plant in west Texas. Contact J. Collier, Adams Guarantee Abstract & Title Company, 1320 Texas Avenue, Lubbock, Texas 79401, (Telephone 806-763-4613).

Why didn't you do something?"

St. Peter was very exasperated as he said, "Do something? We sent you two boats and a helicopter!"

Obviously, we at First Interstate believe in doing something. I hope you do too.

DEREGULATION—continued from page 21

Value does a better job. So I don't think there is any reason for any agent or any representative of the majors to worry as long as they do a good job, nor do I think that the man who originally worried about individuality has any concern. Yes, there's lots of businesses going bankrupt every day, but there's a lot more businesses being started every day, and I think that all you have to do is just do a good job and you can stay in business and you will be rewarded for staying in business. Thank you.

MORROW: Well, if all underwriters were as good as Ray Sweat, I wouldn't have any worries.

WENDER: I absolutely agree with you, but there is one danger lurking out there which I don't think we can lose sight of. If you have the people in control of lending money for mortgages, who have an obvious vested inter-

ests in completing the transaction, also doing the title underwriting, it may be only a matter of time before we have a major financial debacle.

THISS—continued from page 25

exists with his programs. If it is a home grown, in-house-written program, you may need to go into quite specific detail to give him the information he needs to make a determination.

Programs within the computer may utilize the resources of the computer differently. They may use them in a form that is incompatible with one another and, therefore, "Yes, it can do it," is correct, but not without conflict and not without a price. Who's going to pay that price? Is the user in the word processing area going to suddenly run at a much slower speed, an intolerable speed? Is it going to take forever to get a request back on a search that you might be doing? You need to ask questions and you need to be able to communicate very effectively with the vendor. It is very important. In order to do that, you need to know some terms. You need to know some things of the technical language that perhaps—perhaps

—you do, perhaps you don't know now.

Terminology Resources

When I was thrown in to the world of DP as I mentioned, one of the first things I found out was that I didn't really know how to talk to DP people. I found two books that were very interesting and helpful and you might want to jot these names down. You can get them if you like. I am not selling them. I don't get a commission on them or anything. They are two excellent books. They happen to be put out by IBM. I am not promoting IBM. But they are good books.

One of them is *A Glossary of Terms for Telecommunications, Data Processing, Word Processing and Office Automation*. This may not be the exact title but it is a book that is about an inch thick and it is nothing but a dictionary and it gives you every conceivable term you might want to find there. If somebody throws a buzz word at you, you can look it up and find out what it means.

The other book is another book that I found very helpful called, *Information Processing*. It is written by a gal by the name of Marilyn Bohl and it is produced by Science Research Associates. It takes you through the historical development of the computer and even teaches you if you want to go into the detail of

CONGRESS TITLE CORPORATION

Cherry Hill, New Jersey

Has been acquired by

MERIDIAN TITLE INSURANCE COMPANY

Reading, Pennsylvania

The undersigned initiated this transaction, assisted in the negotiations leading to its conclusion, and acted as advisor to Congress Title Corporation

CORPORATE DEVELOPMENT SERVICES

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the workings of the computer, not so much in a mechanical sense, but in terms of languages. It explains languages and it explains disk drives, printers and all sorts of computer things and how they work. It uses the natural building blocks of computer development.

I suggest that, if you are involved in computers with your company, if you are contemplating the purchase of a computer, that you at least have the ability to pick up on terms, define them and then be prepared to talk with a computer man using them. Most computer people will take the time and most of them will work with you in trying to help you define your situation or need in terms of what they must do for you. But you must take the responsibility for learning their language because it will be more difficult for them to learn your business and the way it functions than it will be for you to learn a few terms to be able to explain this to them.

We have talked in very vague terms this morning. We do hope that you will participate in the question-and-answer portion. We have a lot of specifics that we would like to give you or share with you. It is hard for me to give you 10 years worth of my experience in just this ten minute talk.

FLAGGS—continued from page 29

you can show them graphically, if you can show them on a PC maybe how things might benefit them, the pie chart or whatever, it makes sense to them. It really does. It is something we can all come to grips with.

Impact of Communications

The last one is probably the most important, at least for the future, and that is communications. Communications is basically sending files around or sharing files, how ever you want to look at that. Let me give you a couple of examples in some other industries that are really related to yours.

They are real examples. There are some banks that are having real estate agents do loan origination. It is sort of a good marketing tool, if you will. In a sense, when I go to the real estate agent I would like to have that person handle a lot of my business. They are my representatives in many ways and if the bank and the real estate agents have some sort of relationship whereby the real estate agent can originate the loans and then send the file which represents the loan to the bank, you've saved a lot of money on both ends, probably.

Then there are insurance companies that are having doctors process their claims. In other words, type in what the claim is and then overnight or whatever, send the claim into the home office. What is the benefit there? Well, the doctor gets his money sooner, obviously, and as far as the insurance company is con-

cerned they are having someone do their data entry. They are having cost avoidance. So it can work out for both parties.

I think maybe the topic that is most germane to the people here is file sharing. Now we get into something that is a buzz word now that is sometimes misunderstood; it is local area networks. A local area network is just some wiring and some software that connects terminals or personal computers together. The whole reason for doing that is to have on one personal computer, for example, a file that other people can get to. As I said before about tracking files, how many files do you send around in an office to various people? And you can never find them, it seems. What if they are in one location? Everyone can access them. When the examiner wants it, he gets it. When someone else in administration wants it, they get it and that is the real benefit of local area networks. Don't get thrown off guard. A lot of people talk about local area networks, as if they have to be sophisticated communication things that you have to have communication companies come in and install. That is not the case.

The industry is changing a little bit and there are some very simplistic local area networks coming out in the very near future. So keep that in mind. It may be one of the subjects you want to think about. But certainly the other ones—the word processing, the database—are things you can get started on without an awful lot of training. I say without an awful lot because I think all packages require some training. So that is really a generic outlook on the applications and I am going to turn it over to Scott Stovall. He can talk specifics.

M. Scott Stovall

The psychology of gambling brings us to an interesting question, doesn't it? We are ready, willing and able to go down, put money into a machine for a return where the odds are overwhelmingly against us. But we are very, very nervous about putting money into machines where, if we do everything right, the odds are overwhelmingly in our favor.

How many of you think computers are complicated machines? Really complicated machines? A lot of people think they are complicated. I want to dispel that rumor right now. They are not. The computer only knows four things. It knows a one. It knows a zero. It knows on. And it knows off. That's all it knows. It can do these calculations at the speed of light and it can do them faster than we can. That is why we can get a good return on the equipment we are purchasing. It does it really fast but it only knows four things.

Now you hear a lot about terms in the business—bits, bytes, baud rates, modems

and disk drives and chips. I am in the title business. I can't tell you the difference between a computer chip and a chocolate chip, but it doesn't make any difference. You see, we are in the title business. What you and I both know pretty well is the title business. We also know that, to increase our productivity, we are going to have to automate at least portions of our business. The majority of us are doing so. Some of us can deal quite effectively with the way we are doing it now, which is maybe a manual method, but the majority of us are going to have to automate a portion of the title plant and that is why we are here. That's why we are attending all these meetings and that's why we are looking at these workshops.

Identify Key Issues

Now, I gave this a lot of thought, about what I wanted to talk about. I want to make it really brief because I don't know that much about the computer business. But the key to anything—to solving any dilemma, any problem—is that you have to identify the key issues. You have to identify your problem area. Is your problem accounting? Accounts receivable? Payables? General Ledger? Payroll? Is it your escrow department? Is it word processing? Is it order tracking? Is it your plant maintenance? Is it reports and policies? You have to sit down and you have to figure out what the problems actually are. The next step that you have to do, is you have to assign priorities. Is it one problem? Is it all the problems? What order do you perceive the problems to be in the order of magnitude that you need solved, that you need some type of automated help on?

Then the next step is that you have to make a decision that you are willing to do something about it. The first thing I suggest is that you look at the software first because, if you look at the hardware first, what difference does it make if the hardware doesn't have any software to run on it. So, therefore, if you look at the software first, if that software works for you, it really doesn't make any difference what the hardware is. So look at the software first. That is the key to the whole thing. You have to have something that is going to work. And the key to solving the problem with a computer is not the computer itself. It is the software. Always keep that in mind.

Now I have had people come to me and say well, gosh, I really don't want to do anything right now because I know in about a year or so, there is something better on the drawing board and it is going to be better and it is going to be out a year from now. Well, that's a basic business decision. If your purpose is to buy an automobile and the 1975s are on the market, you know the 1976s are on the drawing board.

Continued on page 50

Names in the News

Warren J. Eljenholm has been elected president and chief operating officer of SAFECO Title Insurance Company, Panorama City, California. **William H. Little**, formerly president, was elected chairman and chief operating officer of SAFECO succeeding **R. M. Trafton** who will continue as a director and member of the executive committee. **Little** recently was elected treasurer of ALTA and is serving as president of the California Land Title Association for a 1984-1985 term. **Eljenholm** is a member of the ALTA Public Relations Committee.

At the Panorama City, California, office, **David C. Proctor** has been promoted to national director of marketing for direct operations and **Frank Puma** has been appointed Los Angeles County manager. **Dan A. Hanson** has been named southern California manager of SAFECO, Costa Mesa, California.

Ray E. Sweat, chairman of the ALTA Judiciary Committee, has been elected executive vice president of Tigor Title Insurance, Los Angeles, California. He continues in the position of chief underwriting counsel. **Sweat** announced the election of **Robert L. Reyburn** as senior vice president of Tigor Title. **Reyburn** is chairman of the ALTA Wetlands Committee and vice chairman of the Forms and Practices Committee of the California Land Title Association.

Goodwin Schlossberg has joined Tigor Title Insurance Company as vice president, national title service, in the company's newly-established headquarters in Washington, D.C.

Joseph F. Burke, Cleveland, Ohio, manager of the Great Lakes Region for Chicago Title Insurance Company, has been elected a senior vice president.

Chicago Title also announced the election of **Anthony J. Byrne**, manager of the mid-Atlantic region, as senior vice president of the Arlington, Virginia office. **Byrne** is president of Alexander Title Agency Inc. in Arlington and has been active on the governmental and legislative affairs committee of the Tennessee Land Title Association.

Kenneth E. Dzien has been elected vice president and western region claims counsel for Chicago Title in Pasadena, California. **Dzien** is a member of the California Land Title Association and serves on the association's forms and practices committee. **Ruth Ann Lundy** has been named vice president and national sales manager in the company's New York office.

Chicago Title also announces the following promotions. **Otis Phillips**, resident vice president and regional agency manager, Dallas,

Texas; **William Fleming**, resident vice president and area manager, Kansas and Missouri, Kansas City, Missouri, and **Mark Moroney**, resident vice president and manager, Waukegan, Illinois.

The following individuals have been appointed Chicago Title assistant vice presidents in their respective offices: **John A. Wiese**, Columbus, Ohio; **Margie Cox**, Amarillo, Texas; **Sally Dolphin**, Arlington Heights, Illinois; **Robert W. Smith**, Evergreen Park, Illinois; **Walter Spreadbury**,



Eljenholm



Little



Hanson



Sweat



Reyburn



Burke



Byrne



Dzien



Lundy



Phillips



Fleming



Moroney

Oak Forest, Illinois, and **Nancy M. Beck**, Skokie, Illinois.

Also for Chicago Title—**George C. Kellogg** has been named state and assistant regional counsel, Denver, Colorado; **James Bowman**, agency operations officer and remains agency representative, Dallas, Texas; **Barbara A. Dupignac**, title operations officer and remains manager, Pinellas, Florida title operations, Tampa, Florida; **Marie L. Zujkowski**, title officer and underwriting attorney Boston, Massachusetts; **Arlyne Royal**, escrow officer and remains satellite escrow manager, Highland, Indiana; **Carla Aspengren**, title officer and remains underwriter, Chicago; **Steve Raines**, agency operations officer and remains agency representative, Dallas, Texas; **Douglas Karlen**, office counsel, division II, Chicago; **Mark Waninger**, manager, commercial/industrial and residential sales, downstate Illinois, Peoria, Illinois; **Mary Schmuttenmaer** and **Alexandros V. Loulousis**, title officer, Chicago; **Janice Pannell** and **Mary Nobel**, escrow officer, Geneva, Illinois and Arlington Heights, Illinois offices respectively, and **Carolyn I. Neuert** and **Joseph Strobel**, assistant title officer, Chicago.

Diane Nelson, **Robert McCormick** and **Patricia Krisik** have been appointed assistant escrow officer in the Chicago office. The following have been appointed assistant escrow officer in their respective offices of Chicago Title: **Patricia Dayan**, Skokie, Illinois; **Maria M. Mondelli**, Arlington Heights, Illinois, and **Mary Simon**, Evergreen Park, Illinois.

Russell D. Hudak, has been appointed

vice president and county manager of Fidelity National Title Insurance Company, Contra Costa County, California. **Robert B. Presley** has been named vice president and county manager in Ventura County, California. The following have joined Fidelity's California offices, **Glyn J. Nelson**, vice president and sales manager, Los Angeles; **Harvey D. Franklin**, director of marketing, Santa Rosa; **J. H. "Jack" Adams**, title officer and assistant secretary, Ventura, and **Sara J. Smith**, bookkeeper, Sonoma County.

Marketing Award Won by Tigor Title

Tigor Title Insurance Company of California recently became the first title insurance company to win the ELAN award since its inception in 1981. The award is presented by the Sales and Marketing Council of Los Angeles, Ventura and Santa Barbara (California) Counties in recognition of excellence in marketing by home builders and their associates.

Tigor Title was recognized for "Best associate and best merchandising program in 1984."

The winning entry was coordinated by Ventura County office members **Edward O'Donnell**, major account manager; **Hugo Hansen**, major account manager; **Matt Beymer**, microfilm retriever, title operations plant, and **Doug Bochert**, senior advisory title officer.

AUTOMATION—continued from page 33

with an authentic San Antonio fiesta in the exhibit area, holding the Convention automation workshop in the Municipal Auditorium, having exhibits open during all Convention sessions, having the popular SYMBIOSIS lounge area again—where complimentary coffee and soft drinks are available to attendees, and listing exhibitors in the printed Convention program.

Additional information of SYMBIOSIS 2 may be obtained by contacting ALTA Vice President-Public Affairs Gary L. Garrity in the

Association's Washington office, suite 705, 1828 L Street, N. W., Washington, D. C. 20036.

Other members of the Systems Committee include Theodore W. Schneider, president, Kenosha Title Services, Inc., Kenosha, Wis., and Betty F. Quisenberry, president, Central Missouri Abstract and Title Company, Columbia, Mo.

ALTA Governor Richard A. Johnson, president, Nebraska Title Company, Lincoln, Neb., is board advisor to the committee.

STOVALL—continued from page 48

You also know that they are probably going to be better, but you need the car today. You need to solve that problem today, so what difference does it make if there is something better down the road?

You know it is going to be. If it is going to solve your problem today, and it is going to be an answer to the cost savings, buy it. It doesn't make any difference what's going to come out. If it works today, it is going to work down the road. Look at it down the road. If you can afford the investment down the road, then buy the new machine, or buy the new software?

Sit down and make a business decision. Does it make sense? Does it make economic sense to do it? If it does, do it and it doesn't make any difference what is going to come out down the road. Do it.

After you decide this then, of course, you have to look at the hardware. A lot of the software will run on different types of hardware. A lot of it won't. So then you have to separate the software into the functions in the problems that you are going to solve. If you have only one problem, only one area of your title business that you are going to automate, then the question is quite academic. You can go around and look at the software and you can buy one little system to solve that particular dilemma.

If you have a multitude of things that you want to automate in your title plant, then you have a little more difficult decision to make, in that you are going to have to look at either the choice of buying different hardware systems

FOR SALE: Abstract and title corporation serving southwest Wisconsin. Excellent growth record and potential. Shares office with small law firm. Asking \$75,000. Send inquiries to M. Windrem, Route 1, Lone Rock, WI 53556.

FOR SALE: Abstract and title plant in Wisconsin with UNCHANGED records. Including but not limited to copies of abstracts, title policies, logs showing delivery time elements, copies of documents as received from lending institutions and attorneys, insurance policies and bonds. For information, contact Richard O. (Dick) Anderson, president and trustee, Home Title & Abstract Company, Inc. (National Division), P.O. Box 1121, Oklahoma City, Oklahoma 73101.

WANT TO PURCHASE: Expanding midwest title insurance company interested in acquiring small title insurance company or large title insurance agency located in the midwest or southeastern United States. Send information to Lawrence Edger, American Realty Title Assurance Company, 223 East Town Street, P.O. Box 2440, Columbus, Ohio 43216.



Aspengren



Schmuttenmaer

and software systems to do different functions, or you are going to have to take a look at one set of hardware that has multi-tasking and multi-terminal functions that you could run a number of different programs on.

So that is basically what I want to throw out to you. Just kind of an oversimplification but I also want to throw at you—everybody has heard the comment that there is nobody who knows all the answers—right? Well, I defy that. I know people who know all the answers. You know all the answers. Wayne Flaggs knows all the answers. Al Holland knows all the answers and I have all the answers. I may not have them right at my fingertips, but I have access to them. The only thing we don't know are the questions.

BUTTERWORTH—continued from page 32

field. The legals are entered into a field referenced as "from-to," with a trailer for the full description of that legal description. The "from-to" having a 10-letter field max with a trailer field being unlimited. If the max letter field spacing is uniform, then various software and hardware may use telephonic connections between agents, underwriters, lawyers, mortgage companies, etc., as the network grows with the expanding technology that is here before us today.

I repeat again that I believe that there are only two areas in the relationship between agent and underwriter in the field of automation: uniformity and standardization of policy forms and "take-offs."

You must remember as we negotiate for this uniformity in the title industry that any relationship between agent and underwriter and ALTA must produce respect and understanding. There are two ways that each project on the other, either positive or negative. Whichever it is, both must recognize this problem in order to be able to resolve uniformity as we proceed into this unknown future that is in front of us.

In closing, let me leave you with a few thought-provoking questions. Will automation replace people? Must you become computer-knowledgeable for a successful automated system? Can a title company be left unchanged by the current technology developments known today? Without uniformity can automated offices be linked by telecommunications effectively? Should the underwriter be responsible for the complete automation of title policy transmittals? Should the insurability of land title transactions be determined by the underwriter via the transmission electronically of the known data on the parts of land? And, last, what would be the impact of a centralized, computerized escrow system for all title agencies and underwriters?

Calendar of Meetings

March 13-15

ALTA Mid-Winter Conference
Walt Disney World
Lake Buena Vista, Florida

April 18-20

Oklahoma Land Title Association
Excelsior Hotel
Tulsa, Oklahoma

April 25-27

Arkansas Land Title Association
Holiday Inn
Hot Springs, Arkansas

April 26-28

Palmetto Land Title Association
Mills House Hotel
Charleston, South Carolina

April 28-30

Iowa Land Title Association
Holiday Inn
Williamsburg, Iowa

May 1-4

California Land Title Association
Americana Canyon Hotel
Palm Springs, California

May 9-11

Virginia Land Title Association
Ft. Magruder Inn
Williamsburg, Virginia

May 9-12

Texas Land Title Association
Hyatt Regency
Fort Worth, Texas

May 16-18

North Carolina Land Title Association
Litchfield Inn
Pawleys Island, South Carolina

May 16-18

New Mexico Land Title Association
Sagebrush Inn
Taos, New Mexico

May 29

ALTA Executive Committee
Broadmoor
Colorado Springs, Colorado

June 2-4

Pennsylvania Land Title Association
Bedford Springs Hotel
Bedford Springs, Pennsylvania

June 6-8

Tennessee Land Title Association
Opryland Hotel
Nashville, Tennessee

June 9-11

New Jersey Land Title Association
Seaview Country Club
Absecon, New Jersey

June 13-14

South Dakota Land Title Association
Convention Center
Aberdeen, South Dakota

June 13-15

Colorado Land Title Association
Keystone Resort
Keystone, Colorado

June 20-22

Utah Land Title Association
Excelsior Hotel
Provo, Utah

June 20-23

New England Land Title Association
Lake Morey Inn
Fairlee, Vermont

June 21-23

Illinois Land Title Association
Lake Lawn Lodge
Delavan, Wisconsin

June 24-26

Oregon Land Title Association
Warm Springs Reservation
Mt. Hood, Oregon

July 14-16

Michigan Land Title Association
Hilton Shanty Creek
Bellaire, Michigan

July 18-20

Wyoming Land Title Association
Tower West Lodge
Gillette, Wyoming

October 6-9

ALTA Annual Convention
Hyatt Regency
San Antonio, Texas

1986

March 5-7

ALTA Mid-Winter Conference
Washington Hilton
Washington, D.C.

September 24-27

ALTA Annual Convention
Century Plaza
Los Angeles, California

1987

March 25-27

ALTA Mid-Winter Conference
Albuquerque Hilton Inn
Albuquerque, New Mexico

October 18-21

ALTA Annual Convention
Westin Hotel
Seattle, Washington

ALTA Sections Elect Officers, Executive Committees



Serving at the helm of the ALTA Title Insurance and Underwriters Section are, from left, Executive Committee Member William L. Randol, Jr.; ALTA Executive Committee Member-at-Large from the section, Richard A. Ceccbettini; Vice Chairman Stuart D. Bilton and Chairman Marvin C. Bowling, Jr. Unable to be present for the photograph are Section Secretary James L. Mooney and Executive Committee Members Harley D. Brown, William J. Rumsey and Bradley Schaeffer.

Leaders of the ALTA Abstracters and Title Insurance Agents Section are, back row, from left, Executive Committee Member Jack Cameron, Secretary L. K. (Ken) Orthund; Executive Committee Member A. L. (Tony) Winczewski and Chairman John R. Catbey. Front row, from left, are ALTA Executive Committee Member-at-Large from the Section, James W. Mills, Jr.; Executive Committee Member Fritz A. Loomis and Vice Chairman Charles O. Hon, III. Unable to be present for the photograph is Executive Committee Member Mardy McCullough.



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