

Title News

JULY/AUGUST, 1987



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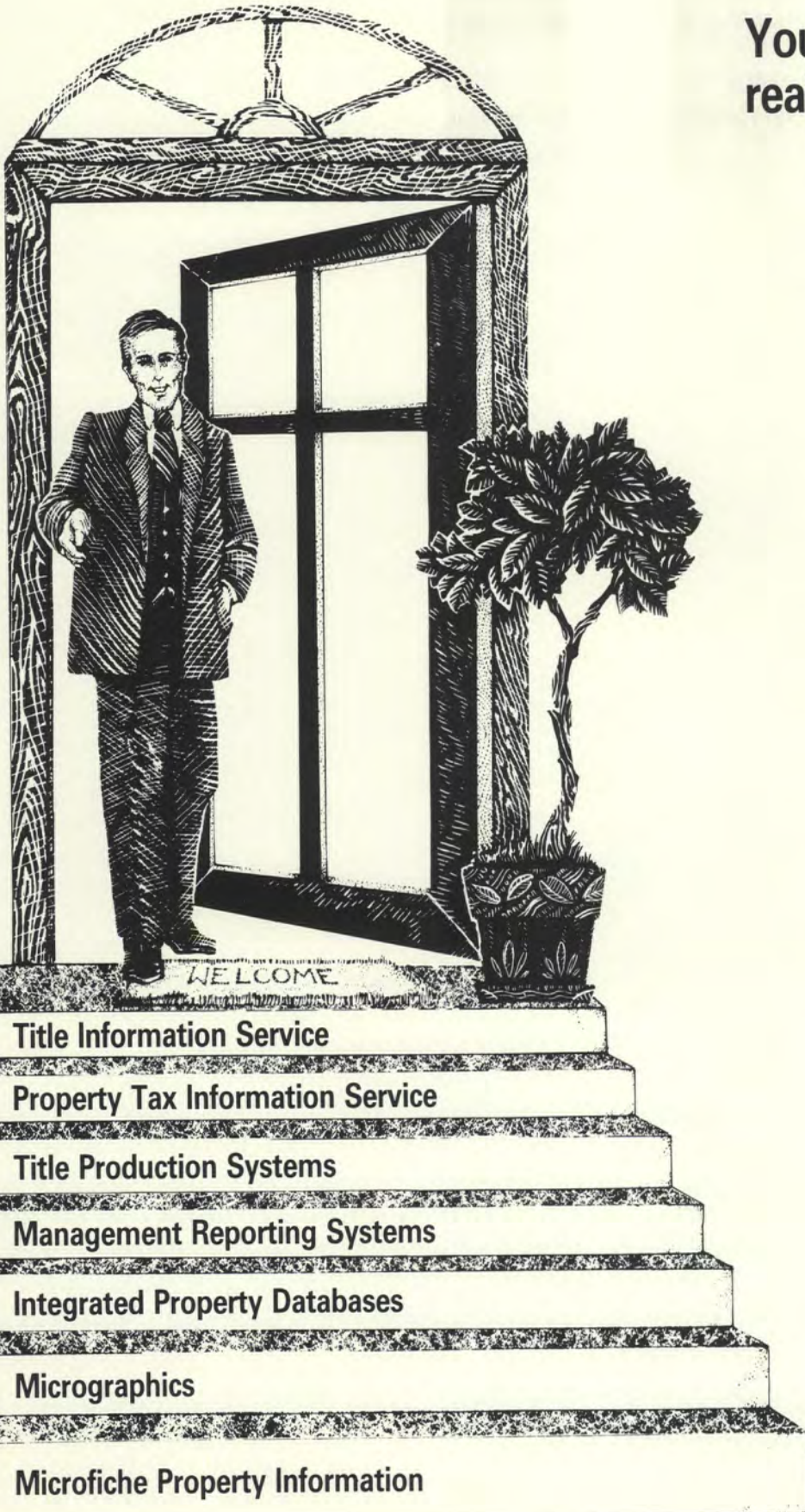
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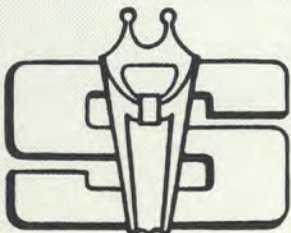
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Title News

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Front Cover: Seattle, "The Emerald City," is the site for ALTA's 1987 Annual Convention, October 18-21. Location is the Seattle Westin Hotel, the community's premier meeting facility. In the foreground is the famous Space Needle. A special Convention preview begins on page 17 of this issue.



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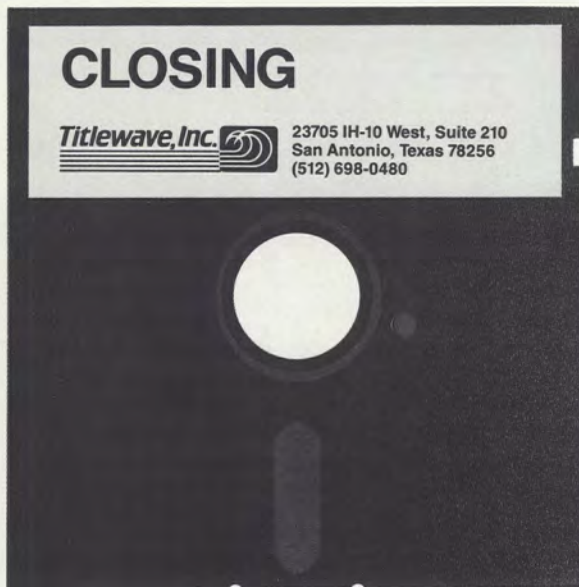
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Take Your Pick A

Titlewave Demo Diskettes — Seeing Is Believing.

Titlewave, Inc. has exciting news! Now you can order demo diskettes for some of our software programs used by title professionals across the nation. The choice is yours and the cost is very minimal. Take a peek at what Titlewave software can do for your company for only \$25 per diskette. When your curiosity gets the best of you remember, seeing is believing. Order today!

Closing/Escrow

This software package actually creates closing statements, checks, escrow ledger sheets, disbursement worksheets, final disbursement worksheets, escrow bank accounts reconciliations, and more. It even does amortization schedules. A fast "change file" mode is featured, as is integration with our Policy and Document Preparation programs. It is totally menu driven.

Policy

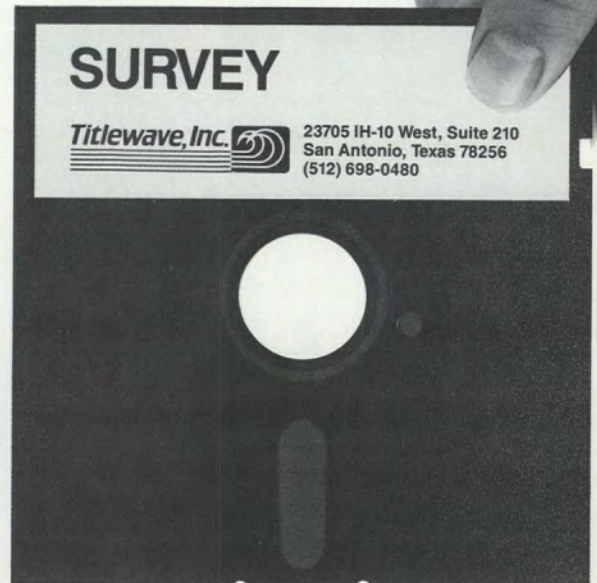
Quickly create examiners reports, waivers, commitments, interim construction binders, mortgagee's policies, and owner's policies with this program. It also features an underwriters remittance report by underwriter and integrates the commitment into the OTP and MTP automatically. 150 hard coded wordings are stored in the existing system. Additionally, wordings may be created by the user and stored for future use. This program integrates with our Document Preparation Software.

Management

Designed to control new orders and track each order as it flows through your office, this software package features statistical and management reports such as log sheets, buyer/seller listings, order status of all orders, ordered by report, and more. It is capable of locating an order by number, property description, seller/buyer/lender name, and special codes.

Survey

Calculate closure error, acres, total length traversed, closure ratio, and more with this software program. It will plot field note calls to a variety of commonly used scales including a user definable scale. Plats may be plotted on transparencies or paper as large as 22" x 34". This software can also plot



and Take A Peek.

multiple tracts, tract within a tract or adjacent tract. It even calculates curves including compound and reverse curves. Surveys may be filed away and recalled quickly. A fast "change file" is featured as are easy to understand menus.

There you have it, innovative software programs from Titlewave, Inc. that can be of great benefit to your company. To see them in operation, simply complete the form to the right and send it to the address given along with the appropriate payment. It's time to take your pick and take a peek!

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_____ Management	@\$25.00=	_____
_____ Survey	@\$25.00=	_____

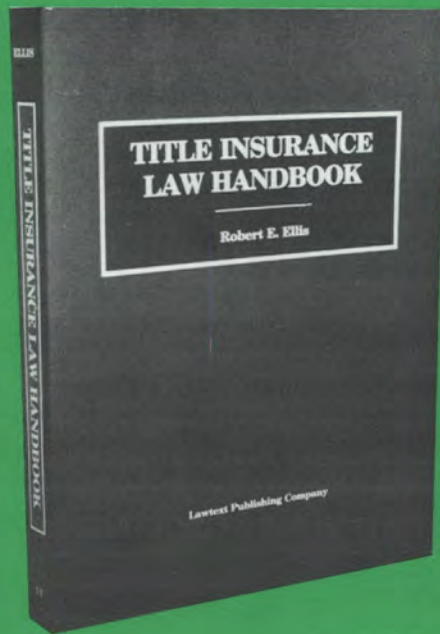
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- **Policy annotation** — all reported cases interpreting title insurance commitments and policies have been annotated under relevant clauses of the ALTA Commitment and 1970 ALTA Standard Owner's and Loan Policies — over 500 cases fully covered!

Related law — A special section annotates those cases arising from the general conduct of the business of title insurance such as:

- agency and approved attorneys
- escrow and closing
- indemnity agreements

- **Case review and commentary** — Commentaries at the close of each of the sections provide succinct identification and analysis of issues developed in the cases.

- **1987 policy reference** — The 1987 ALTA owner's and loan forms are repro-

duced in full, analyzed, and cross-referenced to annotations under the '70 forms.

- **General Index** — Fact situations, policy interpretations and title insurance concepts are arranged by topic and located by reference to specific annotations.
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Whenever a decision bears on a policy provision (whether or not the clause is specifically mentioned) — or touches on an industry practice ... that case will be reflected in the annotations.

But see for yourself — Annotations, Commentaries, Case Table, General Index — you will be pleased with the results.

About the Author

Robert E. Ellis, a member of the Illinois Bar, and formerly general corporate counsel and secretary of Chicago Title Insurance Company, brings over 25 years experience to this subject, in all phases of title insurance law. Entering private practice in 1983, he is now of counsel with the Chicago firm of Nagelberg & Resnick.

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A Message from the President



This issue of *Title News* includes a special report on the 1987 ALTA Annual Convention that will be held October 18-21 at the Seattle Westin Hotel. I have attended many national meetings of our Association over the years and this upcoming event may outdistance them all, both in terms of program content and leisure activity.

First, there is much on the agenda that is fascinating and informative. Speakers such as Ed Bradley of CBS Television's "60 MINUTES" and Kenneth Blanchard, co-author of the best-selling book, *The One-Minute Manager*, will place General Session attendance high on everyone's priority list. Those attending the brunch for spouses and guests will be treated to a performance, "Powerful Women in History," by Jayne Meadows, well-known actress.

There will be updates on important ALTA matters including the Association's Errors and Omissions Insurance Program, Comptroller of the Currency opinions pointing toward national bank entry into business as title insurance underwriters and agents, federal legislative issues and other challenges.

The Seattle agenda will include a new feature—a full meeting day devoted to a "Business Seminar." In Seattle, the topics explored during this special session will be successful negotiation and creative management.

Much of the Convention's attractive leisure activity agenda will be focused on enjoyment offered by the area's scenic water environment. Cruises along nearby Puget Sound will be available, and there will be a post-Convention cruise to Victoria, British Columbia. And, plan to arrive in time for the lively opening party that will unfold under the theme, "Sailing, Sailing."

From the "Sailing" party to the Conven-

tion banquet and dance on the final evening, this will be an event to remember and I encourage all ALTA members to attend. Registration materials are being sent to the membership from the Washington office of our Association.

Needless to say, a Convention of this magnitude does not take shape without a great deal of careful planning and hard work. In this context, let me extend particular thanks to Gary and C. J. Kidd, our host chairman and chairlady, and their dedicated committee associates—and to Mike Goodin and Susan Perry, who are heading an impressive Convention effort by the ALTA staff.

In the Convention mailer that you probably will have received by the time you read this, every title man and woman is invited to "chart the course for excellence" and head for Seattle in October. All ALTA members will want to be on board for this Convention voyage. Anyone needing assistance is invited to call our Washington office at 202-296-3671.

Although it seems that my term as your president has scarcely begun, this is the last *Title News* message that I will write as the holder of that high office. Wynona and I would like to thank the many members of our industry across the nation who have shown us kindness and consideration throughout our travels. As anyone who attends an ALTA Convention can attest, title people are among the very finest found anywhere.

A handwritten signature in black ink, reading "John R. Cathey". The signature is written in a cursive, flowing style.

John R. Cathey



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Next Seminars: Boston, Salt Lake City

Two more of the popular ALTA Regional Seminars are on the agenda for the fall months of 1987. One will be an all-day affair on Thursday, September 17, at the Boston Westin Hotel, and the other will be held Friday afternoon and Saturday morning, October 2 and 3, at the Little America Hotel, Salt Lake City.

Program arrangements for both meetings have been completed by the ALTA Education Committee after consultation with title industry leaders in the regions concerned. ALTA Regional Seminar content is structured for land title owners and managers in abstractor, agency and underwriter operations.

In Boston, Robert H. Anderson, New England manager and counsel, Stewart Title

Guaranty Company, East Hartford, Connecticut, will lead off the agenda with a commentary on changes in the ALTA policy forms and real estate reporting under the 1986 Tax Reform Act. Next, Donald N. Memmer, vice president and general claims counsel, Chicago Title Insurance Company, Chicago, will lead a discussion on claims.

On the afternoon program in Boston, ALTA Title Insurance Forms Committee Chairman Oscar H. Beasley, senior vice president and senior title counsel, First American Title Insurance Company, Santa Ana, California, will discuss title insurance in exotic transactions before the featuring of a panel discussion on what the title agent and underwriter should expect from each other.

Serving on the agent-underwriter discussion panel will be Moderator and ALTA Education Committee Member Peter C. Norden, vice president and state manager, First American Title, Boston; Gary P. Lilienthal, Esquire, Bernkopf, Goodman & Baseman, Boston; Robert A. Rossburg, principal, Preferred Land Title Services, Inc., New York City; Steven K. Johnson, Eastern Division agency manager, Ticor Title Insurance Company, New York City; and ALTA Governor and Education Committee Chairman Cara L. Detring, vice president, The St. Francois County Abstract Company, Farmington, Missouri.

Following a discussion of changes in the ALTA policy forms and 1986 Tax Reform Act real estate reporting, the Friday afternoon



Discussion Leader Robert H. Davenport monitors the progress of Cindy Williams, Realty Title Co., Inc., Wichita, Kansas, during a working session on legal descriptions at the ALTA Regional Seminar in Kansas City.

ALTA Title Industry Regional Seminar Boston, Massachusetts

Thursday, September 17

9:00 a.m.	Registration
9:30 a.m.	Opening Remarks
9:35 a.m.	Changes in the ALTA Policy Forms and Real Estate Reporting under the 1986 Tax Reform Act Robert H. Anderson
10:45 a.m.	Break
11:00 a.m.	Claims Update Donald N. Memmer
12:00 Noon	Lunch
1:00 p.m.	Title Insurance and Exotic Transactions Oscar H. Beasley
2:15 p.m.	Break
3:00 p.m.	What the Title Agent and Underwriter Should Expect From Each Other Peter C. Norden, Moderator Gary P. Lilienthal, Esquire Robert A. Rossburg Steven K. Johnson Cara L. Detring
4:30 p.m.	Seminar Feedback
4:45 p.m.	Adjournment



ALTA Education Committee Member Barbra Gould, Ford County Title Co., Inc., Dodge City, left, visits during the Association's Kansas City Regional Seminar with two fellow Kansans—Margaret E. Harwood and Greg D. Haebl of Douglas County Abstract & Title Co., Lawrence.

session in Salt Lake City will continue with a discussion entitled, "Managing Employees for Fun and Profit," led by Utah Land Title Association Past President Craig F. Thomsen, who is president of Security Title Company in Salt Lake. Then, E. G. Kruse, who for years has taught classes in legal descriptions at educa-

tional events of the Land Title Association of Colorado, will conduct a session on selected problems in legal descriptions; he is president and manager, The Elbert County Abstract & Title Co., Kiowa, Colorado.

On Saturday morning in Salt Lake, the entire program will be devoted to a discussion of

escrow procedures and problems in RESPA, RICO and bad faith claims. The discussion leader on Saturday will be Education Committee Member P. C. Templeton, president, First American Title Company of New Mexico, Albuquerque, whose commentaries on safe handling of funds at closing have been well received at past ALTA Regional Seminars.

Single registration at both the Boston and the Salt Lake City seminars is \$70 for members and \$110 for non-members, which does not include meal or lodging expense. Registration checks made payable to the Association may be sent to ALTA Vice President-Public Affairs Gary L. Garrity in the Association's national office, Suite 705, 1828 L Street, N.W., Washington, DC 20036.

ALTA has reserved a block of single sleeping rooms at both hotels (\$135 single/double at the Boston Westin and \$69 single, in the tower, at Salt Lake City Little America). Reservations may be confirmed and extended as desired by calling the Westin at 617-262-9600, and by calling Little America at 801-363-6781, and identifying as part of the ALTA group. The Westin will release all rooms not confirmed by Sunday, August 16, and Little America will release all rooms not confirmed by Thursday, September 10.

In addition to the aforementioned, other members of the Education Committee are Elizabeth J. Carlisle, vice president-training, Ticor Title, Los Angeles; Myron C. Ely, president, East Tennessee Title Insurance Agency, Inc., Knoxville; Barbra Gould, president, Ford County Title Co., Inc., Dodge City, Kansas; and Timothy J. McFarlane, vice president and manager, Idaho Title & Trust Company, Idaho Falls, Idaho.

ALTA Title Industry Regional Seminar Salt Lake City, Utah

Friday, October 2

- 1:00 p.m. *Opening Remarks*
- 1:05 p.m. *Changes in the ALTA Policy Forms and Real Estate Reporting under the 1986 Tax Reform Act*
Managing Employees for Fun and Profit
Craig F. Thomsen
- 1:35 p.m. *Break*
- 3:00 p.m. *Selected Problems in Legal Descriptions*
E. G. Kruse
- 3:15 p.m. *Adjourn for Cash Bar Reception*

Saturday, October 3

- 8:30 a.m. *Escrow Procedures and Problems in RESPA, RICO, and Bad Faith Claims*
P. C. Templeton
- 12:15 p.m. *Seminar Feedback*
- 12:30 p.m. *Adjournment*

New ARTA Facilities Assist Disabled Persons

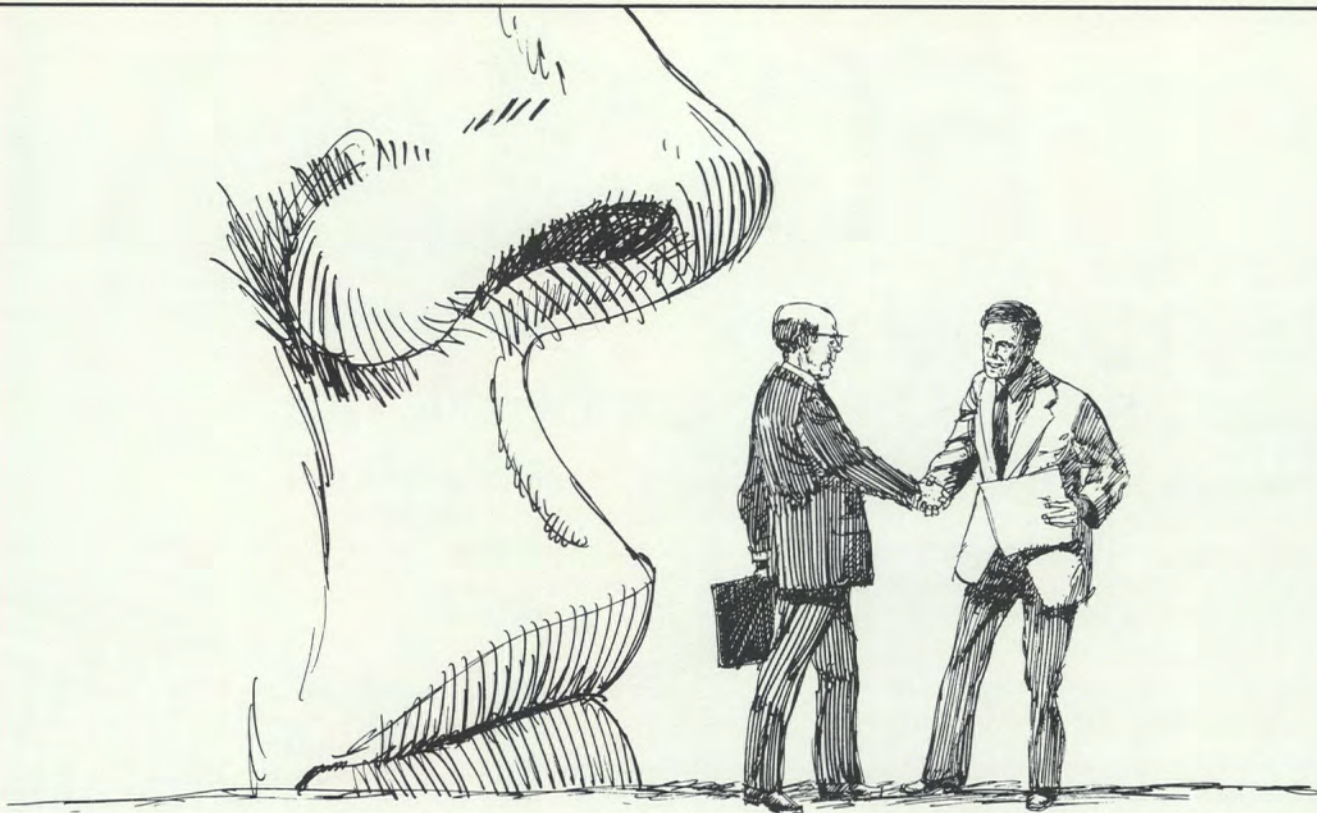
American Realty Title Assurance Company has announced facilities at selected offices that are designed to assist the disabled.

Certain ARTA staff members are now trained in assisting the hearing impaired in sign language. In addition, wheelchair accessibility has been implemented at two of the company's offices in the Columbus, Ohio area.

Chicago Agent Appointed By Minnesota Title

Title Insurance Company of Minnesota has appointed Community Title Guaranty as its policy-issuing agent in Chicago, Illinois.

This appointment coincides with the Chicago introduction of Minnesota Title's residential lender A.S.A.P. Master Policy of Title Insurance.



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Here's a brief description of how to join up, how to handle the data form, when to mail-in information, and what to expect from us.

Three Easy Steps.

1. To join Archive Retrieval System, Inc., please complete the application found to the right. There is registration fee of \$75.00. Sign the application, enclose a check for the registration fee, and mail both to the address given on the application.
2. After your application has been received, we will send you a master copy of an Archive Retrieval System, Inc. data form. We ask that you send them to us for processing in batches of 100, with appropriate payment.
3. We will store the information from each form and send you a hard copy for verification. At the end of the year we'll send you a floppy disc(s) with all transactions that can be sent directly to the IRS.

Archive Retrieval System, Inc. has solved a problem for you and your staff. IRS reporting on magnetic media has been made easy, as well as inexpensive. When dealing in transactions involving hundreds of thousands, even millions of dollars. . . 50¢ seems minutely small. In this case however, a half-a-dollar can do a big job.

We hope you fill out the application which follows and become a member of Archive Retrieval System, Inc. Let us make your business life a little easier.



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Type or machine

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be included in the totals.

ENROLLMENT APPLICATION

2

Please enroll our organization in ARS's Reporting Service for IRS 1099B's.

Enclosed is our company check for \$75.00 to cover the onetime setup fee. Our organization is:

Name _____

Address _____

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Employer ID Number _____ Phone _____

We would like to take advantage of ARS's Reporting Service for Real Estate Closing Information. In order to participate we agree to provide ARS with the required closing information in the ARS prescribed format. Submissions will be in batches of not more than one hundred (100) items and will occur at least monthly. Failure to submit batches as soon as 100 documents are accumulated may cause delay in processing. We further understand that the enrollment is not binding on our part, but we intend to participate through 1987.

Our monthly volume is approximately: (check one)

0 - 50 51 - 100 101 - 150 151 - 200 more than 200

A company check for \$.50 (fifty cents) per item will be sent with each batch submitted for processing. Reject items (i.e. illegible, incomplete, hand written, improper form or other condition that prevents processing) will be charged an additional \$.50 per item if the number of rejects exceeds 3% of the batch. Special request reports will be available for a \$50.00 set up charge plus \$.10 (ten cents) per record processed. ARS will return a processed copy of the batch control sheet and a printed list containing each processed item within two weeks of submission. Corrections are to be made to the printed list and included with the next submission. Magnetic media in the IRS format will be provided before January 31, 1988 (quarterly if volume is sufficient) and each subsequent year along with a printout of the included data and run totals balancing to submitted control sheets. The enrolled organization is responsible for validating the data and submitting the magnetic media to the IRS. ARS's only liability is to correct errors identified in the listings and provide replacement media for submission. Please note that all information given to ARS is held in strict confidence and will be used only for reporting to the IRS. This information will not be used for any other purpose and will never be sold without your written permission.

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MORNING GENERAL SESSION PROGRAM AT THE ALTA ANNUAL CONVENTION**

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Convention 1987: Excellence in Seattle

Susan E. Perry

In August, 1982, a contest was held among the citizens of surrounding King County to determine a promotional name for Seattle.

Among some 13,000 entries, "The Emerald City" was chosen as the winner because, as the contest judges announced, "it denotes

brightness, beauty, a jewel, the color green, and a lush environment—all characteristics of Seattle and King County."

ALTA members, spouses and guests will have an opportunity to enjoy the attractions of this natural treasure October 18-21 when the Association's 1987 Annual Convention is held in Seattle under the theme, "Charting the Course for Excellence." Convention headquarters will be the city's premier hotel—the Seattle Westin.

Founded in 1852, Seattle was admired from the beginning because of its natural resources and scenic beauty. This most populous city in Washington is the west central part of the state, on the eastern shore of Puget Sound, an inland water body near the Pacific Ocean. Built on seven hills, Seattle offers a picture postcard setting with the nearby water, and with mountain ranges on both sides—the Cascades to the east and the Olympics to the west.

Convention attendees will have opportunities for a close-up view of this splendor

throughout their week in Seattle, when an exciting array of tours and special events will be offered. The Convention program is filled with outstanding guest speakers and timely updates, which will make the Seattle experience informative and enjoyable for all.

After a lively Ice-Breaker Reception Sunday evening, October 18, with the theme, "Sailing, Sailing" (the event will be held from 6:30 through 9:30 p.m. with ample food and refreshments, making dinner plans unnecessary), the Convention program will lead off with a General Session the following morning. Guest speakers will include Kenneth Blanchard, Ph.D., co-author of the best-selling book, *The One-Minute Manager*, and Robert J. Bruss, attorney, real estate broker and author of the nationally-syndicated column, "Real Estate Mailbag."

During the concurrent Monday morning spouse/guest program, those in attendance will hear Ron Holden, an authority on wines of the northwest.

The ALTA Abstracters and Title Insurance



The author is ALTA staff director of meetings and conferences.

Seattle Region Offers Wealth of Attractions



Among points of interest awaiting those who attend the ALTA Convention in Seattle are, top photograph, the Hiram M. Chittenden Locks (Government Locks) connecting fresh water Lake Union with salt water Puget Sound. Pike Place Market, offering fresh produce and seafood as well as art objects, is at second row, left. The Malibu, a 107-foot yacht (third row, left) will offer Puget Sound cruises. Attractions along the Post-Convention cruise to Victoria, British Columbia, include Thunderbird Park and its famous collection of Indian totem poles (third row, right); the Parliament buildings officially opened in 1898 (bottom, left); and Inner Harbour's Empress Hotel (bottom, right).



Agents Section, and Title Insurance Underwriters Section, will hold brief business meetings, immediately following the Monday morning General Session, where the agenda will include election of officers. Instead of their traditional section programs of longer duration at the Annual Convention, they instead will join a combined Business Seminar Tuesday morning. Two topics are on the seminar program: "Negotiate to Win," discussed by James C. Thomas, Jr., an attorney who is director of The Cooper Management Institute, and "Creative Management—Dare To Be Different," discussed by Kathryn D. McKee, member of the American Society for Personnel Administration Board of Directors, who is senior vice president, compensation and benefits, First Interstate Bancorp.

Another General Session is on the docket for Wednesday morning, with the guest speaker roster headed by Ed Bradley, well-known as co-editor of the CBS Television magazine, "60 MINUTES."

Also attracting major interest during the Wednesday General Session will be a discussion of the new ALTA Errors and Omissions Insurance Program, featuring panelists who have been active in the work to create this important benefit for both Active and Associate members of the Association. They will include ALTA Errors and Omissions Insurance Committee Chairman F. Earl Harper, Southern Abstract Company, who will serve as moderator—as well as Ronald R. Boggs, consultant for The Wyatt Company, insurance actuarial and risk consulting firm working with ALTA in this activity, and Vice President Rich Curd of The Victor O. Schinnerer Company, concern designated to handle day-to-day management for the "captive" insurer formed to provide E&O coverage in this endeavor.

The spotlight will shift to the national political scene during the Title Industry Political Action Committee Luncheon on Wednesday afternoon when Haynes Johnson, Pulitzer-prize winning journalist for the *Washington Post* and television commentator, is the speaker. Johnson addressed the TIPAC Trustees Seminar in Washington earlier this year, presenting his view of the 100th Congress, and was well received.

Still another program highlight will be found Tuesday morning at the spouse/guest brunch when Jayne Meadows, prominent actress who has appeared in every medium, will be featured in a performance, "Powerful Women in History," which is based on the award-winning PBS Television series, "Meeting of Minds," created by Meadows and her husband, Writer-Producer Steve Allen.

Adding to the Convention panorama will be another of the popular ALTA association management seminars for officers and executives of affiliated regional and state title associations, which will be held on Saturday afternoon in the Seattle Westin. Seminar leader

will be Lynn Melby, president of The Lynn Melby Company, an association management and community relations firm located in nearby Edmonds, Washington. Melby holds Certified Association Executive credentials from the American Society of Association Executives, and heads a firm that manages a number of regional and state trade associations and professional societies.

Variety in Tours, Events

Among the sparkling variety of Convention tours and special events, there will be a Deluxe Emerald City Tour on Sunday afternoon, which will include visits to the downtown area, Pike Place Market, the International District, and the waterfront, with a stop at the Government Locks.

On Monday afternoon, a tour of Chateau Ste. Michelle Winery—including wine tasting and lunch—will be offered, along with a companion visit to Snoqualmie Falls.

Another Monday afternoon tour especially designed for chocolate lovers and shopping enthusiasts will comprise a visit to Boehm's Candy Kitchen and Gilman Village. The Edelweiss Chalet, home of the candy kitchen, was built by Julius Boehm and is much more than a candy factory. A visit to the Boehm home—with its paintings, sculpture and artifacts—also is included. Gilman Village is a union of historic buildings that have been converted into quaint shops. There will be free time to shop during this event.

Also on Monday afternoon, a private, four-hour cruise along Puget Sound aboard The Malibu, a 107-foot yacht, will be available for 50 persons. The Malibu has cruised Seattle waters for over 40 years; the yacht has a speed of 13 knots and sleeps eight in addition to the crew. A catered lunch will be served during the cruise.

The Chateau Ste. Michelle winery tour and

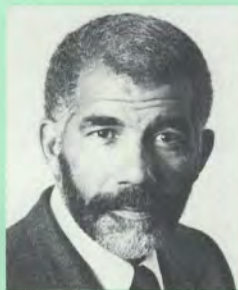


Discussion leaders who will be featured at a new Convention event, the Business Seminar, are First Interstate Bancorp Senior Vice President Kathryn D. McKee, whose topic is, "Creative Management—Dare To Be Different," and Attorney James C. Thomas, director of The Cooper Management Institute, who will lead commentary on the subject, "Negotiate to Win."

Guest Speakers Impressive



Blanchard



Bradley



Bruss

Two media luminaries and a nationally-prominent thinker in the area of innovative management head the General Session speaker lineup for the 1987 ALTA Annual Convention in October.

They are Ed Bradley, co-editor of the highly rated CBS Television magazine, "60 MINUTES"; Robert Bruss, author of the nationally-syndicated newspaper column, "Real Estate Mailbag"; and Kenneth Blanchard, Ph.D., co-author of the best-selling book, *The One Minute Manager*. Bruss and Dr. Blanchard will speak on Monday, October 19, and Bradley is on the program the following Wednesday.

Bradley joined 60 MINUTES as a co-editor during the 1981-82 season, moving from a post as principal correspondent for CBS REPORTS. His other assignments for the network have included serving as a White House correspondent, and as anchor for "The CBS Sunday Night News."

Two of his reports for 60 MINUTES have won Emmys—an interview with Jack Henry Abbot, a convicted murderer, and a profile of singer Lena Horne. Among Bradley's other honors are the highly-respected Peabody Award.

In addition, Bradley has covered the Presidential campaign of Jimmy Carter, as well as the Democratic and Republican national conventions. His posts also have included the CBS Saigon Bureau; he was wounded while on assignment in Cambodia and later returned to cover the fall of that nation, and of Vietnam.

Bruss received his business degree from Northwestern University and went on to earn a law degree at the University of California Hastings College of the Law in San Francisco. He is a member of the California Bar, and is a

California real estate broker.

Besides the "Mailbag" column in which he answers questions from readers, Bruss also writes the "Real Estate Notebook" feature on trends in the market; "Real Estate Law and You" articles about new court decisions; "Real Estate Tax News" features on new tax developments; and also prepares real estate book reviews. His writings are distributed by the Chicago Tribune Syndicate.

Bruss currently serves as membership secretary of the National Association of Real Estate Editors. He has been active in the ownership of investment properties—primarily rental houses, apartments and commercial buildings. He credits much of his practical real estate sales and management knowledge to experience gained while investment sales manager for a San Francisco Realtor firm.

Dr. Blanchard is in continuing demand as a lecturer, and his approach for achieving full potential has benefited *Fortune* 500 companies and fast-growing entrepreneurial enterprises alike. He maintains a faculty position in leadership at the University of Massachusetts, and is a visiting lecturer at Cornell University. In addition, he remains actively involved in Blanchard Training and Development, Inc., a human resource development firm that he co-founded in Escondido, California.

Besides writing his twice weekly, syndicated "One Minute Manager" column, Dr. Blanchard is a contributing editor for *Success* magazine, and recently co-authored the fourth book in the One Minute Manager Library, *The One Minute Manager Gets Fit*. He presently is working with Dr. Norman

Continued on page 42

Malibu yacht cruise will be offered again on Tuesday afternoon.

Other Tuesday afternoon events will include a Harbor/Houseboat Tour, featuring a viewing of private house boats and a trip through the Government Locks, and a tour of

the Boeing 747/767 aircraft assembly plant in nearby Everett. The Boeing factory is the largest building in the world in terms of volume capacity; 58 football fields would fit into

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Versatile Jayne Has Many Roles

You have recently seen her appearances on "Murder, She Wrote," "Crazy Like A Fox," and "St. Elsewhere." She played the Queen of Hearts in the CBS Christmas special, "Alice in Wonderland," and was asked to return for "Alice Through the Looking Glass." She also appeared with Bob Hope in the NBC movie of the week, "A Nice Deadly Weekend," and recently completed filming for the final episode of "The Love Boat." She is a favorite on "Hollywood Squares," and "Wordplay."

Jayne Meadows is this multi-talented lady who will be the featured speaker at the Spouses/Guests Brunch during the 1987 ALTA Annual Convention in Seattle. Her presentation, "Powerful Women In History," is filled with factual information based on her work with her husband-writer-producer Steve Allen, for PBS's award-winning program, "Meeting of Minds." Each role she played—Marie Antoinette, Susan B. Anthony, and Cleopatra, to name a few—was researched and written by her.

Jayne Meadows is one of today's few performers to have starred in virtually every entertainment medium: the

Broadway stage, motion pictures, television, radio and recordings. These varied experiences, added to her considerable natural talents, have developed the polished performances for which she is known and respected.

Jayne Cotter was born in China, the daughter of Episcopalian missionaries, and moved to the United States when she was 7 years old. She wanted to become an actress as early as she can remember. At the age of 9, she wrote and directed plays that she and her sister, Audrey, of "The Honeymooners" fame, starred in.

"Our audiences were my deaf grandmother and a dog, and my brothers were chased from the room because they teased us," she said.

By the age of 17, Jayne had starring roles on Broadway. She appeared in several dramatic roles, including "Spring Again" in 1942, "Another Love Story" in 1943, "Kiss Them For Me" in 1944, and "The Gazebo" in 1958, in which her part established her as a comedienne.

Meadows' Hollywood films include "Undercurrent," starring Katherine Hepburn; "Lady In The Lake," with Robert Montgomery; "David and Bathsheba," with Gregory Peck; and "Enchantment," with David Niven.

On television, she appeared in many dramatic series during the 1950's, including "Studio One," "U.S. Steel Hour," and "General Electric Theatre." She made frequent appearances on top comedy-variety shows such as "Hollywood Palace," "Sid Caesar's Show of Shows," and, of course, "The Steve Allen Show." For seven years, she was an audience favorite on CBS-TV's "I've Got A Secret," a panel show.

Jayne Meadows met Steve Allen in 1952, the first night she was a guest on "I've Got A Secret." Her favorite credit is having been married to him for 34 years.



Jayne Meadows, top, right, and two of her "Powerful Women in History"—Catherine the Great (top, left) and Florence Nightingale (opposite).

New ALTA Members

(Recruiters names in parentheses)

Active

Colorado

Colorado Title Insurance, Inc., Dillon
Grand County Title Corp., Granby

Florida

ABLE Title Services, Inc., Miramar (Gail Kovie, Commonwealth Land Title Insurance Co., Fort Lauderdale)
Citizens Title Group, Inc., Pensacola
Homestead Title Inc., Ocala
Volusia Title Services, Inc., Deland (J.H. Boos, First American Title Insurance Co., Plantation)
WWD Title, Inc., Orlando (Floyd Cobb, Titor Title Insurance Co., Winter Park)

Idaho

Land Title of Nez Perce County, Inc., Lewiston

Illinois

Grundy Pioneer Title Co., Inc., Morris (Herbert J. Schiller, Northern Land Title Corp., Woodstock)

Indiana

Bartholomew Title Services, Inc., Columbus (Jerry Allison, Titor Title Insurance Co., Indianapolis)

Maine

Atlantic Title Co., South Portland (Charles W. Parker, Jr., Chicago Title Insurance Co., Boston)

Maryland

Benchmark Land Title & Escrow Corp., Baltimore (Daniel Herron, Commonwealth Land Title Insurance Co., Philadelphia, PA)

Michigan

Cheboygan-Straits Area Title Co., Inc. Cheboygan
Patrick Abstract & Title Office, Centreville

New Hampshire

Granite State Title Services, Inc., Rochester (Charles W. Parker, Jr., Chicago Title Insurance Co., Boston)

New Mexico

Sterling Title Co. in Albuquerque, Albuquerque (Frank Morrato, The Sterling Group of Title Companies, Albuquerque)

New York

EN/COM Agency, N. Tonawanda
Lore Abstract Inc., Mineola (Harold Schwartz, First American Title Insurance Co., Garden City)
Register Abstract Co., Kew Gardens (Helen Powell, Commonwealth Land Title Insurance Co., New York)

Pennsylvania

Nationwide Abstract Co., Inc., Philadelphia (J. William Cotter, Jr., T.A. Title Insurance Co, Newtown Square)

Tennessee

Maury Title & Escrow Co., Columbia (Thomas D. Garner, Southern Title Insurance Co., Knoxville)

Continued on page 40

ALTA Annual Convention Calendar

(All Meetings will be held at the Westin Hotel)

Saturday, October 17

9:00 a.m.-5:00 p.m.	Title Insurance Forms Committee Meeting
10:00 a.m.-6:30 p.m.	Convention Registration
12:00 noon-5:00 p.m.	Affiliated Association Officer-Executive Luncheon and Seminar

Sunday, October 18

8:00 a.m.-7:30 p.m.	Convention Registration
9:00 a.m.-10:30 a.m.	Abstracter-Agent Section Executive Committee Meeting
9:00 a.m.-12:00 noon	Underwriter Section Executive Committee Meeting
9:00 a.m.-5:00 p.m.	Lender Counsel Meeting
9:00 a.m.-5:00 p.m.	Life Counsel Meeting
12:00 noon-1:30 p.m.	Life/Lender Counsel Luncheon
12:00 noon-1:30 p.m.	Past Presidents Luncheon
1:30 p.m.-4:30 p.m.	Board of Governors Meeting
1:30 p.m.-4:30 p.m.	Deluxe Emerald City Tour (optional)
3:00 p.m.-9:00 p.m.	Automation Exhibits Open
6:30 p.m.-9:30 p.m.	"Sailing, Sailing" Opening Ice-Breaker Reception

Monday, October 19

7:00 a.m.-8:15 a.m.	New Member Welcome Breakfast
7:00 a.m.-4:00 p.m.	Convention Registration
8:00 a.m.-5:00 p.m.	Automation Exhibits Open
8:30 a.m.-11:30 a.m.	General Session
9:30 a.m.-11:30 a.m.	Spouses/Guests Hospitality
11:30 a.m.-12:00 noon	Abstracter-Agent Section Meeting
11:30 a.m.-12:00 noon	Underwriter Section Meeting
12:30 p.m.-4:00 p.m.	Chateau Ste. Michelle Winery Tour and Luncheon (optional)
12:30 p.m.-5:00 p.m.	Malibu Yacht Cruise (optional)
1:30 p.m.-5:00 p.m.	Boehm's Candy Kitchen/Gilman Village Tour (optional)

Tuesday, October 20

7:30 a.m.-4:00 p.m.	Convention Registration
8:00 a.m.-5:00 p.m.	Automation Exhibits Open
8:30 a.m.-11:45 a.m.	Business Seminar—"Negotiate To Win" "Creative Management—Dare To Be Different"
9:30 a.m.-11:30 a.m.	Spouses/Guests Brunch
12:30 p.m.-4:00 p.m.	Chateau Ste. Michelle Winery Tour and Luncheon (optional)
12:30 p.m.-5:00 p.m.	Malibu Yacht Cruise (optional)
1:30 p.m.-5:00 p.m.	Harbor Houseboat Cruise/Tour (optional)
2:00 p.m.-5:00 p.m.	Boeing 747/767 Plant Tour (optional)

Wednesday, October 21

7:30 a.m.-4:00 p.m.	Convention Registration
8:00 a.m.-12:00 p.m.	Automation Exhibits Open
8:30 a.m.-11:40 a.m.	General Session
11:45 a.m.-12:10 p.m.	General Session Limited to Active Members
12:15 p.m.-2:00 p.m.	Title Industry Political Action Committee Luncheon
1:30 p.m.-4:30 p.m.	Arts & Flowers Tour (optional)
2:00 p.m.-5:00 p.m.	Boeing 747/767 Plant Tour (optional)
2:15 p.m.-5:00 p.m.	Meeting of the 1987-88 ALTA Board of Governors
6:15 p.m.-7:00 p.m.	Pre-Banquet Reception
7:00 p.m.-11:00 p.m.	"White Rhapsody Annual Banquet"—Stan Keen Orchestra

Thursday, October 22

8:00 a.m.-8:30 p.m.	Post Convention Tour—Victoria, British Columbia (optional)
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ALTA President's Report

John R. Cathey

Once again, the last six months have seen tremendous activity in the ALTA. Whether you look at errors and omissions insurance, real estate reporting, FTC antitrust legislation, forms development, regional and forms seminars, revamped publications, or any of the many other areas of ALTA activity, these have been busy times for the leaders and professional staff of your association.

Perhaps of greatest general interest is the activity in the errors and omissions insurance area. As many of you are aware, the availability/affordability of this important coverage has been a serious recurring problem for our industry. During the last few years, we have felt the latest pressures of the professional liabil-

ity crisis. Accordingly, providing stability to the errors and omissions market has been among the highest priorities of your Association for more than a year. We engaged the Wyatt Company, highly experienced insurance actuaries and risk consultants, to assist us in evaluating the options of the industry in addressing this problem. After many meetings, surveys, proposals, and actuarial and financial studies, the expenditure of well over \$100,000 by the Association, and much gnashing of teeth, we have reached what we hope is the long-term solution we have all been fervently seeking.

The Board of Governors of the Association has authorized the establishment of a so-called "captive" insurer—our own insurance company, if you will—to provide title agents and abstracters the essential coverage they need at costs which will reflect real experience in our industry. Naturally, this action is condi-

tioned upon obtaining reinsurance and the requisite capitalization—and on both counts our consultants are highly positive. Another requisite is obtaining the necessary approval from the Securities and Exchange Commission. It is our hope that this will mean that errors and omissions coverage will be available in good times and bad, during all the unpredictable swings of the property and casualty insurance industry.

Our current schedule involves the incorporation of the insurer in Vermont, contracting with our underwriting and claims manager, finalization of the policy form, licensing in Vermont, capitalization and reinsurance. It is expected that quotes on coverage will be available by mid-summer.

In order to facilitate the incorporation and licensing process, we have appointed temporary officers and directors of the proposed captive. The Errors and Omissions Committee will act as the directors and the officers will be myself as president, Mike Goodin as secretary, and Rich McCarthy as treasurer. The temporary directors and officers will serve until the first stockholders meeting, when officers and directors will be duly elected.

We have selected the Victor O. Schinnerer Company of Washington, D.C., as our underwriting and claims manager. This company, part of the Marsh-McClanahan Company, has an excellent reputation, extensive experience as a manager of association-sponsored programs, and is currently the manager of the National Association of Realtors errors and omissions program. They will be accessible to our members by an 800 number, and have promised three-day turnaround on applications for coverage.

Coverage will be available for title agent search and examination activities, abstracting, escrow services, prior acts of the insured, and, to a limited extent, title opinions. The breadth of the coverage will be at least competitive with that provided in the marketplace currently. Premiums are expected to be initially somewhat lower than current charges due to the obvious overhead advantage of the new entity. Whether further price advantages can be had will, of course, depend upon the loss experience of the insurer.

This exciting new venture, when fully in operation, will be independent from the Association, but its insurance will be available only to ALTA Active and Associate members.

A venture of this kind, however, does not come into existence without a cost. The industry as a whole, and particularly the underwriters, will have to contribute substantial capital to make this insurer a viable entity for licensing, reinsurance and operational purposes. Commitments have been obtained from the underwriters for an amount in excess of \$3 million in addition to pledges from the agents and abstracters totaling nearly \$800,000. Ev-



ALTA President John R. Cathey, right, president, The Bryan County Abstract Company, Durant, Oklahoma, welcomes Mortgage Bankers Association of America President Thomas M. French, Jr., a guest speaker, to the ALTA Mid-Year Convention in Albuquerque.

Presidential Report Update . . .

ery policy holder will have to purchase stock—\$1,000 a share, one share for every five employees. The underwriters will be policy holders as well, insuring certain of their abstracting activities.

It is this kind of solution to a serious industry-wide problem that underscores the reason why ALTA exists. I think the members of the Errors and Omissions Committee and ALTA professional staff who have worked with them deserve a big hand for their efforts.

Tax Reform Act Reporting

As I said, however, errors and omissions problems haven't been the only items on your Association's agenda. Every title person who is involved in real estate closings anywhere in the country is certainly aware of the new burden on the industry established under the Tax Reform Act of 1986. Every "person responsible for closing" will have to complete a 1099-b form regarding the seller and report information to the Internal Revenue Service.

This requirement was opposed vigorously by your Association during the legislative process and, if you can believe it, might actually have been worse without ALTA's lobbying effort. We have continued that lobbying during the long effort to develop regulations to implement the statutory requirements. Those regulations are not yet out and I'm sure I accurately state the feelings of everyone when I say that the title industry has seldom experienced a more frustrating period than during the regulatory limbo we have been in since January 1, when the statutory requirement went into effect. Your Association has had several meetings and many phone conversations with both IRS and Treasury Department staff on this troubling issue. We believe these contacts will serve the title industry well by educating the regulators regarding the role of the settlement agent and the problems this industry has and will experience under this requirement.

We have received indications that the regulators have been listening and, with the backdrop of the recent controversy over the complexity of the IRS W-4 form, they will be sensitive to the need to develop a thoughtful, easy-to-administer program. Concerns about back-up withholding, I believe, will be listened to as will the need for flexibility regarding substitute 1099s. Indications are that we may have to report only on residential transactions, where there is an individual seller—no corporate sellers. It is possible that there may even be some form of relief granted regarding transactions closed since the first of the year. The precise nature of the actual requirements, however, remains unknown. Whether any or all of our assessments ultimately prove accurate will only be known when the IRS regulations are published.

We have been advised by our consultants,

Editor's note: The accompanying commentary was presented by ALTA President John R. Cathey, The Bryan County Abstract Company, during the Association's 1987 Mid-Year Convention in Albuquerque. Since preparation of the report, there have been a number of developments in the various subject areas mentioned, which, at this writing, include the following.

—The ALTA Board of Governors has voted to bring a lawsuit against the Office of the Comptroller of the Currency over two OCC rulings that title underwriting and agency activity are "incidental to banking," which points toward entry of national banks into the title business

—Continuing progress is reported in the work to establish an ALTA "captive" errors and omissions insurance company for the purpose of furnishing affordable and continually available coverage to ALTA Active and Associate members; the outlook remains favorable for issuance of the first "captive company" E&O policy in summer, 1987

—Shortly after the Albuquerque Convention, the Internal Revenue Service issued real estate reporting requirements called for under

the Tax Reform Act of 1986; an analysis of the requirements, developed by ALTA and Price/Waterhouse, was sent to all members of the Association soon after the IRS publication date

—Growing bipartisan support has been reported in both houses of Congress for the Antitrust Damages Clarification Act; the number of ALTA constituent member letters to senators and representatives urging support of this legislation is expected to approach 200 by summer, 1987

—An ALTA amicus curiae brief in *Phillips Petroleum v. State of Mississippi*, a case dealing with determining whether a state has sovereign title to wetlands areas, has been filed and accepted by the United States Supreme Court

—Nearly 30 ALTA-affiliated regional and state title associations have scheduled showings of the Association's member recruiting videotape during their 1987 conventions and other meetings; other affiliates are expected to follow

Additional information on these and other matters may be found in current issues of the *ALTA Update* and *Capital Comment* newsletters.

Price/Waterhouse, that a press conference has been scheduled by IRS and that the regulations soon will be published in the *Federal Register*. We have arranged for an all-ALTA member mailing to go out, and for express mailing of the regulations to underwriters for dissemination to their agents and branches. An analysis of the regulations, prepared by ALTA staff in conjunction with Price/Waterhouse, will follow shortly thereafter.

Whatever the regulations say, however, the requirement will remain an intrusion and an imposition. Hopefully, the past and future efforts of the ALTA will help us to live with it.

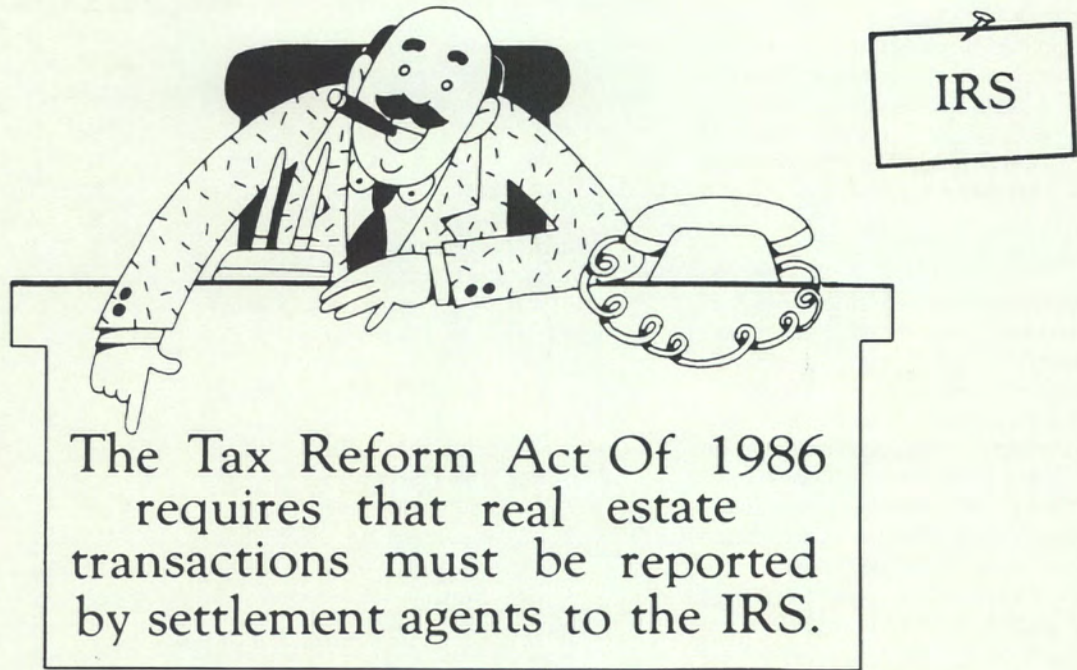
The efforts of the ALTA to lobby for the passage of the Antitrust Damages Clarification Act continue. Along with a consortium of title insurance underwriters and our consultants, we have been lobbying for this legislation in order to redress some of the deficiencies in the federal antitrust civil damages area.

Our industry has suffered under those deficiencies these past two years. This legislation will bring a fair and equitable balance to the antitrust enforcement arena as it relates to title insurance rate setting.

I am pleased to announce that our bill has been introduced, with strong bi-partisan support, in the Senate as S. 808 and in the House as H.R. 1766. You can expect that each of you will be receiving further communications on this matter from ALTA along with a request—which we strongly hope you will respond to favorably—that you contact House and Senate Judiciary Committee members and your own congressional delegation to urge them to support this legislation and to grant a hearing on the matter.

Our government relations program has touched upon many other areas besides the

Continued on page 44



The Tax Reform Act Of 1986
requires that real estate
transactions must be reported
by settlement agents to the IRS.

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A View from MBA

Thomas M. French, Jr.

The housing industry has been in an epic struggle with the Reagan Administration. When I first started in the leadership chairs of the Mortgage Bankers Association, I was not allowed to say "Reagan Administration." I had to say the "Administration." As a matter of fact, I was supposed to say "Office of Management and Budget" (OMB).

Since that time, I have begun to say the Administration and, more recently, the Reagan Administration. Not in derogation, but in identification. I would like to say, in my comments about OMB and the other agencies that are dealing with matters in Washington that affect housing and mortgage banking today, I am not suggesting that they are any less patriots than we. But, in my judgment, they are mistaken about the importance of housing and home ownership to their country. So, in that context, let me say that, early on, as I became aware of the responsibilities and the things that were happening to the mortgage banking and the home ownership business in this country, we were confronted with two things.

Number one, OMB Director David Stockman very quietly said that the social programs of our country, from then on, were going to be budget driven, not on the basis of the individual program, but because the time had come to cut spending in our country. He said that, if you read in the first chapter of his book, that we can't look at each program individually if we are going to cut these programs, we've got to do it without regard to their merit—almost blindfolded. And so they did. And so they began.

Dr. Beryl Sprinkel, chief of the President's economic advisers, came to the mortgage bankers several years ago and spoke to our leadership. He said, very calmly, "We're going to get the federal government out of housing." And, I said to him, "Dr. Sprinkel, you don't mean the programs that are making

money for the government and are not subsidized?" He said, as far as he was concerned, there were no such programs. And so they began. We didn't take them too seriously, because, after all, mortgage bankers are all Republicans and they have been supporting the President.

We said, the Administration is making a show. After they've had their way for a while, we can keep going because the values are there. Wrong! We couldn't have been more wrong. And so we went into the period in which we discovered for the first time that the OMB probably is the most powerful agency, at

least in the world of housing and real estate, in Washington.

We discovered that the HUD Secretary and all the others who dealt with housing found themselves in a position where they were being dictated to by the Office of Management and Budget, who said, "We are going to cut your budget." Those concerned with housing were saying, "But you don't realize these programs are bringing in money." The response, "We're sorry, we can't take time to look at everything. If we do, we'll never get through."

And so, they began to cut the HUD budget. Their first pronouncements indicated they wanted to "privatize," to sell FHA. We thought we could defeat that. They knew we could and they laughed while we screamed from the podium that they were not going to sell FHA. Meanwhile, OMB was cutting the budget every year and telling the people at HUD, VA, Ginnie Mae, and all the other housing-related agencies, "We don't think you have much of a future there. Because we are going to keep cutting your budget."

And they did. And, as you know, the HUD budget has been cut something like 70 per cent since they took office. Their answer to such cuts is, "Most of that was inner city and subsidized programs. It needed to go anyway,



Mortgage Bankers Association of America President Thomas M. French, Jr., and wife Nona relax during a dinner attended by ALTA dignitaries and other guest speakers during the Association's 1987 Mid-Year Convention. He is chairman of the board, BancBoston Mortgage Companies, Inc., Jacksonville, Florida.

didn't it?" And we said, "Well, we're not sure." But these people are leaving and everybody is upset and they said, "Well, we have to balance the budget." "Can we talk?" we said. They replied, "Well, we don't think so." And the next thing they did was to begin undermining VA.

I love the VA program and think it is worthy of being sustained. But what happened to it was the OMB sent in their auditors, and discovered VA was doing some direct loans—they were holding some portfolio loans and were getting some spread on this. It made their claim results look better than they really were. In any event, the OMB retorted, "We're taking this away from you," and, "It's going to make VA look bad, but that will be your problem." The next thing they did was to report this to Congress. We were in a time in 1984 when everybody was enthusiastic about balancing the budget. Never mind the problems. For example, you can't touch defense. Indeed that's got to be increased, but housing programs, forget it. They're going to be cut.

Changes in VA Program

The Administration went to Congress and testified, and we came and said, "Wait, wait." They, in turn, said, "It's too late, we're going to balance the budget." They did two things—they increased the fees from zero to one-half per cent to one and now they've proposed a 2.5 per cent on the VA program and changed the laws with respect to VA foreclosures.

Historically, when I was growing up in the mortgage business, we thought of a VA loan just like we thought of an FHA loan—that the government was behind it and, unless you were guilty of fraud on a foreclosure, you were protected.

Well, the 1984 budget reform act made a no-bid formula mandatory and no bids on foreclosures have gone from 1.5 per cent to 17 per cent of the total number of foreclosures. We asked what provision there is for areas of economic distress such as Houston. They said, "That's the point. We want the lender to bear a significant part of that risk."

I asked how the lender knew that oil prices were going to be belly-up because when he underwrote the borrower working for Exxon, he had a perfect credit record and a good job? Said, the Administration, "That's your problem."

Hence, the VA program is in shambles. However, we are now privileged. We just hired from the VA the head of the whole loan guaranty program. He was ready to come to work for the Mortgage Bankers Association. We asked Bob O'Toole to write a paper to tell us how we could put the VA program back together.

Next up is the FHA. The FHA has experienced similar occurrences. We were rather irritated when the program stopped six times

last year for lack of Administration, and indeed congressional support. Just stopped. Never in the history of the FHA program had we faced such a thing. Of course, both the House and Senate have been working on housing bills that grant FHA permanent insuring authority. We strongly urge Congress to pass housing legislation and, this time, we hope to see more from the Administration than, "We're getting out."

The next occurrence was the Administration's talk about "privatization." Now "privatization," when you translate it in Washington, often means pulling away support, cutting the budget and reducing staff. People are told there is no future and reports are written such as that prepared by the Freddie Mac housing analyst group, which was appointed by the President and Federal Home Loan Bank Board Chairman Edwin Gray. Every six months or so, they look at Freddie Mac again and say, "It probably needs to be privatized." More recently, their recommendation was that perhaps we ought to tax mortgage-backed securities and give the money to FSLIC. As you know, FSLIC has been in deep difficulty, with Congress taking recent action on this problem.

The truth is we have been losing with respect to the housing battle. The federal housing programs are in more and more difficulty. Last year, when interest rates went down, everything appeared to be fine. All the while, we knew that the skilled technicians and intellectuals from OMB were tying grenades and charges to the federal housing programs and systems, and were systematically setting out to destroy them. Their reason was that it is necessary for the country. "This is what the President wants and why aren't you a patriot?"

Finally, this year, OMB decided they wouldn't even follow their own regulations. Ginnie Mae said, "We're going to increase the fee for mortgage-backed securities from 6 to 10 basic points." A number of people retorted, "Well, that doesn't sound like much." Why not? And, anyway, who knows what a Ginnie Mae mortgage-backed security is? Can you imagine taking that issue to the grassroots? Try to explain it to your customers while asking for their support. Well, we knew GNMA didn't need the money. The current fee was not only adequate but the program was making dollars. Plenty of dollars. Millions of dollars. Ginnie Mae was exceedingly profitable. Warren Lasko, executive vice president of the Mortgage Bankers Association (former executive vice president of Ginnie Mae), understood and said, "Tom, this increase is not necessary."

Fee Increase Opposed

We decided we would seek legislation to prevent the GNMA fee increase, and we

would take this fight back to OMB. They didn't call and say they would justify this increase. Instead, they stated, "We're not going to justify it. We suggest you adapt." We, in turn, fought back by filing a lawsuit. We were going to prove that Ginnie had not followed its own rules in implementing a fee increase.

As you know, Congress acted to prohibit the increase and President Reagan signed the bill. We dropped our suit, and hope this means that the Administration (not only Congress), recognizes the value of Ginnie Mae to America's home buyers.

As I arrived at my office recently, there was a big stir because everybody said, "The White House called." So I sat down at the telephone. I didn't believe the White House was calling, but sure enough, there was the message on the phone slip. Who was it? OMB calling. They had just told my secretary they were the White House, and they proceeded to read me off, saying, "We don't know about your patriotism, but it's clear you're mistaken and you're embarrassing the President."

They caught me at a bad time and the zealot in me exploded with something like, "Maybe your policies harming the national housing programs will embarrass the President much more when he realizes what you've done." I am assuming he hasn't revisited the issue since he delegated it.

In any event, the climate has changed slightly. We seemed to have captured their attention. In fact, just recently, the HUD secretary issued a ruling permitting Fannie Mae to issue mortgage security vehicles called REMICs. Some conditions were also established, but we were pleased that HUD and the Administration recognized the usefulness of REMICs, created by the Tax Reform Act of 1986, to the mortgage market and ultimately to borrowers.

But do we believe the battle to preserve the federal home ownership programs is won? Hardly, but at least we have seen something to show for our efforts.

The last thing I want to discuss is my administration and the importance of one such administration in a trade association. There is not particularly any, but I have felt that, if there is a service I could render, it would be the following:

I'd point out the value of home ownership to our people and to our country. Home ownership changes the individual from a renter to someone involved in the private property system. It makes him a citizen. He becomes concerned about zoning, about who's running for the city council, about taxes. He learns about fire insurance, and he learns many other things and he becomes a supporter and not a taker. And, in old age, home ownership pro-

Continued on page 47

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ALTA Abstracter-Agent Section Officer John Duffy with 60-pound pack, en route to the Mid-Year Convention.

Getting There Took Longer But It Was Worth The Trip

John Duffy, secretary of the ALTA Abstracters and Title Insurance Agents Section, reached the Albuquerque Mid-Year Convention of the Association in March after a journey lasting eight nights longer than the time usually required to cover the distance from his home town, Hayward, Wisconsin.

What John experienced en route was not a new level of air line congestion, but a memorable side trip that he planned as part of an enduring fascination with one of nature's most spectacular wonders—The Grand Canyon.

Altogether, the president of Hayward Land Title Company covered 65 miles on the trek—using cross-country skis to travel across the snow-covered Kaibab Plateau until reaching the canyon's north rim. He then hiked through Grand Canyon National Park to Bright Angel Campground next to the Colorado River. The journey was completed with a 9-mile hike out of the area, where John caught a bus to Flagstaff, Arizona. From there, it was on to Albuquerque and the Convention.

During his journey through the wilderness, John carried his equipment—including the necessary camping gear and his skis while hiking—in a backpack weighing some 60 pounds. Although he was hoping for company, arrangements to take a companion along failed to work out—so John made the trek alone.

Despite a conditioning program that he previously underwent at home in Wisconsin, where the land is relatively flat, John found that altitudes up to 8,400 feet helped make the adventure a fatiguing experience.

Skiing proved more difficult than anticipated, partly because of the weather. On a Sunday, when John started from Jacob Lake,

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Executive: Patti A. Connell, Owner
Favorite Book: Ayn Rand's The Fountainhead
Music: Phil Collins and Aretha Franklin
Sports: Racquetball and Jet Skiing
Fun: Cruising on the Chesapeake Bay
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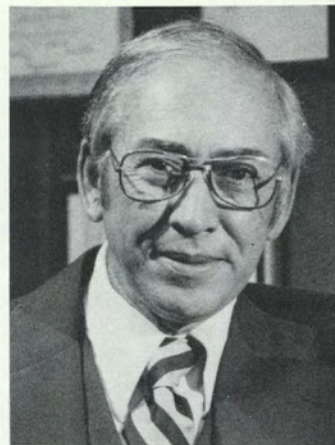


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Arizona, there was snowfall that continued on Monday. After pleasant weather on Tuesday, John was greeted by strong winds on Wednesday. There was another driving snow and more severe wind the following day, when John reached Bright Angel Campground for a stay of two nights.

The Wisconsin titleman also found the 9-mile hike out of the canyon to be more demanding than expected, which he attributed largely to the weight of his backpack.

During the eight nights that he camped in his tent, the coldest temperatures that John encountered were in the vicinity of 15 degrees above zero—which occurred during the cross-country skiing segment across the Kaibab Plateau.

"I was not cold," the Wisconsin titleman remarked. "You are not doing winter camping right if you're cold."

While on the plateau, John would arise at 6:00 a.m. and ski until 4:30 or 5:00 in the afternoon. Setting up, and taking down, his camping gear and cooking meals required about two hours per occasion. Breakfast was cooked grain cereal and hot chocolate, and dinner consisted of freeze-dried food. John's schedule did not permit a stop for a mid-day meal.

By the time John finished evening chores, it was dark. He had packed a book and candle, but the light produced was inadequate for reading. A more suitable camping lantern would have added unacceptable weight to John's backpack.

The only problem John described as serious occurred on Tuesday morning, when his camping stove would not start. Before his repairs proved successful, John was forced to contemplate proceeding on his journey without water for cooking and drinking.

Although this was John's seventh trek through the Grand Canyon in the past five years, his enthusiasm remains.

"There's nothing that can capture the Grand Canyon except seeing it in person," he said. "A photograph just doesn't show what the depth and breadth of the place are like. The timber in Kaibab National Forest is gorgeous. I saw four basic kinds—Ponderosa pine, Douglas fir, White fir and Aspen."

John always is pleased when the location of an ALTA Convention provides an opportunity to camp in a natural area. After the Association's Annual Convention in Los Angeles last September, he spent three days camping in the Sierras—in snow that came earlier than usual.

Following his trek through the Grand Canyon in March, John said he now has visited most areas in the locale that he wants to see. But he has not ruled out another journey to the natural wonder under appropriate circumstances.

"I would go into the canyon again by myself," he said, "but I would be a little apprehensive about taking another trip across the Kaibab Plateau alone. It's a hazardous place because of the cold and isolation."



Wisconsin Titleman Duffy and his "sleeping accommodation" for eight nights in the Grand Canyon region. Temperatures ranged as low as 15 degrees during the cross-country skiing portion of his trek.

hensive about taking another trip across the Kaibab Plateau alone. It's a hazardous place because of the cold and isolation."

Livingston Installed As Palmetto President

Marilyn Livingston, Lawyers Title Insurance Corporation, has been installed as president of the Palmetto Land Title Association at its 1987 annual convention.

Other newly-elected officers include president-elect, Joby Castine, Chicago Title Insurance Company; re-elected secretary, Laura Hulst, Title Insurance Company of Minnesota; treasurer, Thomas B. Pollard, Esquire, Nexsen, Pruet, Jacobs and Pollard.

Elected as directors are Mary Webster, Investors Title Insurance Company; Benton Williamson, Esquire, Sinkler and Boyd, P.A.; and David Mellichamp, Mellichamp & Associates.

Patricia Quattlebaum, South Carolina Title Insurance Company, is immediate past president.

ALTA Abstracters and Title Insurance Agents Section Chairman Charles O. Hon, III, Title Guaranty & Trust Company, Chattanooga, Tennessee, was the featured speaker.

His commentary included recent information on real estate reporting requirements of the Tax Reform Act of 1986.

A seminar on commercial loan closing was held during the convention. Speakers were Jack Upchurch, Fleet Funding; H. Dave Whitener, Jr., Esquire; and Castine. Also, there was a panel discussion on coastal development, and a survey of recent South Carolina cases as discussed by Williamson.

Preliminary Reports CLTA Brochure Topic

The California Land Title Association has produced a brochure, "The Title Consumer—Understanding Preliminary Reports." The publication answers a series of several basic questions most commonly asked about preliminary reports.

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Pyramid of Success

John Wooden

When I was discharged from the service at the end of World War II, I went back to South Bend, Indiana, to the teaching position that I had held prior to my enlistment in 1942. And, toward the end of the school year, I was invited to a neighboring city—Elkhart—to speak at a dinner they held near the end of the school year each year, in which they honored anyone in the school system who had received some special recognition during that school year. That was in April of 1946.

In April of 1971, *The Elkhart Daily Truth*, which, like many of the daily papers in the smaller communities in the midwest, had a section entitled, One year ago today, Five years ago today, 10 years ago today. And, under 25 years ago today, this little item appeared: "Elkhart school administrators announced today that John Wooden, English teacher/coach from South Bend Central High School, would be the principal speaker at the recognition dinner, although they had hoped to have a prominent person."

Now, things like that tend to help you keep things in a little better perspective. Also, that same year, in mid-April, we had won another NCAA championship and had returned to Los Angeles, and there's a gentleman broadcaster by the name of Fred Hessler, known as the voice of the Bruins, who broadcast the UCLA football and basketball games over a number of years. He also had a half-hour sports program each afternoon, and one afternoon early in April he devoted his sports program to the UCLA basketball team and their coach.

They found out at the station that Mrs. Wooden and I were out of the city when that was aired, and they invited us down to a luncheon, presented us with a tape of this particular program and tape recorder. The following Sunday, following our normal pattern—we're all creatures of habit, I am sure, at least to some degree—after church, we went to Jerry's Restaurant on Santa Monica Boulevard

with some of the couples about our age. After lunch, which would be ready in a hurry as they would know what to get ready when they saw us coming, because we ordered the same things every Sunday, we would visit a while, then my wife and I would go home, change clothes and head for the San Fernando Valley, where our son and daughter lived with their respective spouses and our grandchildren.

One Sunday we would go to our daughter's first and then later over to our son's, and then, the next Sunday, we would reverse the procedure, although naturally, some Sundays we would all be together at the same place. This Sunday, we had gone to our daughter's first and were playing the tape of the program and, in the midst of it, one of my granddaughters spoke up and said, "Papa, isn't it embarrassing to sit there and hear someone say nice things about you?"

"Yuck," she said (that seemed to be going around in '71), "that would embarrass me." Just as quickly, another granddaughter spoke up and said, "Embarrass him? He's lapping it up."

Some of you may have had that pleasure. Grandchildren sort of have a way—unlike Howard Cosell, who tells it as he thinks it is—grandchildren are more apt to tell it how it is. Each of those two granddaughters, however, in the last year, has made me a great grandfather. I had the pleasure of taking care of one of them yesterday and last evening and, indeed, it is a pleasure.

When I entered the teaching profession after graduating from Purdue University in 1932, I was a little disillusioned. Not completely surprised, but disappointed, to find out that some parents made their youngsters feel as failures if they didn't receive an A or a B in their studies.

Now, the good Lord, in his infinite wisdom, didn't create us equal as far as intelligence is concerned any more than we are equal as far as our physical appearance is concerned, as far as our size is concerned. We're not born into the same environments... we do not have the same opportunities. Not everyone can earn an A or B. I had youngsters who earned a

mark of C, who I felt were every bit as successful as some who earned an A or a B. I didn't like that way of judging.

Now I knew, even in the 1930s, how alumni and sports fans tend to judge athletic teams and coaches. Of course, they use the percentage method. If you win them all, you're considered to be reasonably successful. Just reasonably, and at UCLA I had the good fortune of having a number of years when we did win them all. But never, it seemed, by the margin that some of our alumni had predicted.

Occasionally, I had the impression that they had backed up their prediction in a more materialistic sort of way with alumni of other universities. But that didn't bother me. I understood that, even then.

However, I will never forget the last game I ever coached at UCLA, in 1975 against the University of Kentucky for the national championship. And instantly, after winning the game, one of our most illustrious alumni, extremely well-to-do (he gives very, very heavily to every area of the University) he can afford to, and he does, and there are others who can afford to, who do not, he had an excellent seat and the game is no more than over, and he's down on the floor. He put his arms around me, and he said, "We did it. We did it. You let us down last year, but we got 'em this year."

The year before, we had lost to North Carolina State in a double overtime, in the semifinals of the national tournament. North Carolina State, I thought, was a decent team. They had won every game except one in the entire season. In a sense, it was unfortunate that their one loss during the season was to us. I've been reminded so often since then that we won the wrong one, of which I needed no reminder. That didn't bother me, because I understood that.

I knew this gentleman, and I knew he was a person who was really for us. I was fortunate again, however, as I believe I have been many times. I was fortunate that my dear wife, whose husband didn't make the kind of money to enable her to donate heavily to all the University areas, and she didn't have as good a seat... she was up higher... it took her longer to get down to the floor, and she didn't hear his remark. Thus, has remained a friend. Her maiden name was O'Reilly, and she sort of reacted a little differently to the comments of that sort than I.

Defining Success

I did understand that about athletic teams, but the other surprised me somewhat. And I began looking for something that I thought would make me a better teacher and help the youngsters under my supervision have something to which to aspire rather than just score more points than someone, or to earn a mark of A or B. I went to the dictionary to find out how Mr. Webster might define success, which

we all want.

I wasn't surprised to learn that it is defined as either the accumulation of material possessions or the attainment of a position of power or prestige, or something of that sort. Now, I think those are very worthy accomplishments, and they very naturally might indicate success, but not necessarily so, in my opinion.

So, I made up my own particular definition of success in 1934, which I intended to live up to, and tried to get the youngsters under my supervision to do so, whether it be in the English classroom or on one of the athletic teams that I was teaching.

I defined success as "peace of mind, which can be obtained only through self-satisfaction in knowing you made the effort to do the best of which you are capable."

In the final analysis, only the individual can correctly determine whether or not he is successful, because you can fool everyone but yourself and the one who ultimately judges all most fairly. So, that's what I wanted each one to try and do. That's what I wanted to try and do myself. And, if you do that, you never lose.

You might be a little bit surprised to hear me say that, most certainly since I was at UCLA my last 27 years, and for a number of years prior to that wherever I was teaching, teams never heard me mention winning. I never mentioned winning. Now, that doesn't mean that I didn't want to win in the normal sense of what winning is considered to be, but I felt that could be attained in a different fashion other than emphasizing it.

So it influenced my remarks to our players, before every game in the dressing room and often during the week of practice . . . because it's the practice that's going to determine . . . it's your preparation . . . because failing to prepare is preparing to fail. If you prepare properly, you are going to come close to reaching your own level of competency, whatever that might be.

My players would hear me say, "When the game is over, I expect one thing, and that's for your heads to be up. That's all."

However, I have the feeling that, if your head can be up, that the score is likely to be to your satisfaction more often than not. I didn't press the winning angle, but pressed trying to do the very best of which you are capable in the preparation throughout the week and then in the game itself. I really deeply feel that we probably won more in the general sense of winning than we would have had I emphasized winning just to score more points.

The Pyramid Appears

After coming up with that particular definition, however, since a definition is sort of an abject sort of thing, I wanted something that you could see. I believe that things we see make a better impression upon us than things about which we only hear.

Many years before, I had seen something



Retired UCLA Basketball Coach John Wooden, left, talks with ALTA members following presentation of his commentary during the Association's 1986 Annual Convention. The accompanying text is adapted from his remarks. Wooden is the only man ever enshrined in the Basketball Hall of Fame as both a player and a coach. During his 27 years as coach at UCLA, his teams never had a losing season; in his last 12 years there, they won 10 national championships, seven of those in succession. When he retired after 40 years of coaching, he had accumulated a record unparalleled in American sport.

which I had forgotten, but, as I started thinking on this, from the hidden recesses of the mind somewhere, it popped out, I had seen something called a ladder of achievement. Someone had taken a ladder, with five rungs in the ladder, and named each rung after some trait or characteristic that this person felt was necessary to get to the top of the ladder, where we would all like to get. In a sense, we might all disagree where the top of the ladder is, but that's where we want to get. I couldn't use the ladder, obviously, because it had been used. But from that I got the idea of a pyramid to success.

I placed success, according to my definition, at the apex of this structure, mythical though it might be, and started working on blocks. I started in 1934, then completed it when I was at Indiana State University in 1948, just prior to coming to UCLA. I've made hardly any changes in it since that time.

In 1934, I placed the cornerstones in this structure, and if any structure is to have any real strength and solidarity, it must have a strong foundation, and the cornerstones are going to anchor that foundation. I placed these two blocks as the cornerstones in 1934 and never changed. Through the years, I had many different ideas. I took blocks out and replaced them with something else. I changed the position within the structure of certain blocks, but never the cornerstones. One block is industriousness. The other is enthusiasm.

Industriousness. There is no substitute for work. If you're looking for the easy way, for the trick, to accomplish something, you may be successful over a short period of time. But, in the meantime, you won't be developing the abilities that lie within you. And you will not be successful in the distant future. There simply is no substitute for work. I consider Grantland

Rice to be the greatest sports writer of all time. He wrote many things in verse to illustrate points, and I enjoy verse. My master's thesis was on poetry, and I dabble in it some myself and enjoy it very much . . . and enjoy different verse forms that do illustrate points. He wrote something called "How To Be A Champion," and, in part, said:

*You wonder how they do it and you look to see
the knack,
You watch the foot in action, or the shoulder,
or the back,
But when you spot the answer where the higher
glamour lurk
You will find in moving higher up the laurel-
covered spire
That the most of it is practice and the rest of it
is work.*

Yes, most of it is practice and the rest of it is work. There is no substitute for work. There's another verse or two that says essentially the same thing.

The other cornerstone is *enthusiasm*. You have to enjoy what you are doing, like what you are doing, to force yourself to work as hard at it as you really should. There's no substitute, again, for enthusiasm.

When I think of enthusiasm, I always think of my first year at UCLA when, one evening, I had an occasion to hear a gentleman speak on a topic on which I absolutely had no interest at all. And you may say, "Why did you go?" Because it was my first year at UCLA, and we hadn't won any championships, and there were my superiors who indicated that I should be there. So there I was. And I sat close to the front, too, so they would note my presence. I hoped he wouldn't speak very long.

But, before long, my entire attitude had changed. I think for two reasons. One, he knew his subject matter, and of course that

does help. And the other was his enthusiasm, not in a bombastic sort of way, but his facial expressions radiated enthusiasm. That touched me and I was sorry when he brought his remarks to a close.

A few days later, I had been over to the Administration Building on the UCLA campus and, on my return to my office, I came by Powell Library and, with no intention whatsoever, not a thought of doing so, it just seemed that I was drawn into the library, and soon I was browsing around in the stacks, seeking some additional information in regard to a topic in which only a few days before I had absolutely no interest—a topic that has given me a lot of pleasure in all the ensuing years, all because of his enthusiasm, I do believe.

So those are the cornerstones of this mythical structure.

Between the cornerstones, forming the foundation, I have three blocks. These blocks are strong, I think, because each block includes others. And, when we include others, we are going to be stronger than when acting alone, in any area. There's no question about it at all.

One of these blocks is friendship; a second is loyalty; and a third is cooperation.

Friendship is something that we must work at, and that too often we take for granted. We sometimes consider friendship to be someone doing nice things for us. That's someone who is very nice, but that isn't friendship, because friendship is mutual. Just as marriage is mutual. If it isn't worked at, it will not be successful. Both sides must work at it.

I'll never forget a few years ago, when I was speaking at an IBM convention in San Francisco, a gentleman—a college classmate of mine from Purdue—came up to me afterward and said, "Johnny, people certainly aren't as friendly out here in California as they are back home, are they?" And I said "What do you mean?" He said, "Coming over here, I met a lot of people—a lot of people—and not a single person spoke to me. Not a single one." He said, "That would never happen back in Indianapolis." I said, "Did you speak to any of them?" And he said, "I didn't know any of them." So I smiled and he said, "I believe I get your point," and changed the subject. If we wait for the other person to speak, there will be no speaking. And, after friendships are formed, we have to work at them to keep them working. It's necessary.

Then, *loyalty*. How can you make the most of the abilities that lie within you unless you have someone to whom you must be loyal—and something to which you must display loyalty? I think we need that to give us the peace of mind that will enable us to function as well as we are capable of. We need others.

And then, *cooperation*, the third block. It is such a small world that we live in today. Modern technology is making it smaller and smaller all the time. We see things now that are

happening on the other side of the world that some years ago we might never have seen. A little later, we might have seen a still picture. Later yet, we might have seen a moving picture, but now we see things happening, as they are happening. Landing someone on the moon, and we see it, as it is happening. Unbelievable! So, modern science has changed things so much: our method of travel, which gets us places to quickly. I leave here and catch a plane for Birmingham, Alabama, where I speak that evening and then in the morning again. I could never have done that some time ago.

When you stop and think, the clothes you wear, the food you eat, the means of transportation that get you to and fro, the homes in which you live, the buildings in which you conduct your business, this hotel—others are responsible for almost everything that we find necessary in both our personal and professional lives. We need the cooperation of others, and we are sure to get it if we are cooperative ourselves.

In the second tier of the structure, I have four blocks. One is self-control, the second is alertness, the third is initiative, and the fourth is intentness.

Self-control is something you must maintain, or you cannot execute well in whatever you are doing, whether it's a physical act or making a mental decision. If emotion takes over, reason, as a general rule, flies out the window. You'll have occasions to discipline your children and our children cry out for discipline today, I have no doubt about it. Or, perhaps it is the discipline of someone under your supervision. But it must be done with reason, not emotion, because you cannot antagonize and positively influence at the same time. You have to remember why you discipline. It is not to punish. Discipline is to correct, to improve, to prevent, to help. And if you do it with that in mind, it has an excellent chance of being productive. If it is done with emotion, and you have lost your self-control, it cannot be productive. Self-control we must have.

Then, there is *alertness*. There's something going on around about you all the time from which you can learn. You are going to learn from this meeting here. Many of you will learn more than others, because some will be more alert, and alive, and observing the things that are going on around about you. We must not get lost in our own narrow, selfish tunnel vision. And that's possible, because within us there is always a certain amount of that and, as we all are born with baser qualities and finer qualities, the better ones will emerge according to the character of the individuals involved. So, you must be alert and alive. Abraham Lincoln is the American for whom I have the greatest respect, and he said so many things. He had an amazing way of saying much in a few words—even something like the Get-

tysburg Address. For what he had to say, in only, I think something like 272 words, is remarkable. Most remarkable! But he had a lot of those short, terse statements that he would make, and there is one that I sort of equate with alertness. He said that he never met a person from whom he did not learn something. And yet, in his humorous way, he added, "Of course, most of the time it was something not to do." That's learning, just the same. We can observe things not to do, just as well as the things to do if we're alert and alive.

Abraham Lincoln said so many things. He said, "Most anyone can stand adversity, but to test a person's character, give them power." When he was criticized for being what some northerners felt was too lenient toward the south in the dreadful war between the states, someone said, "You're supposed to destroy your enemies, not make friends of them." And he said, "Am I not destroying an enemy when I make a friend of them?" Typical of the man who also said, "The best thing a father can do for his children is to love their mother. The worst thing you can do for others is the things they could do for themselves." He said so many things in just simple statements like that, which are so meaningful.

The next block is *initiative*. Don't be afraid to act. Don't be afraid to fail. Have initiative and act when the situation calls for action. Act with reason, according to the background that you have and the information that you have assimilated and acquired. But act! Don't be afraid you're going to fail. You are going to fail. You're not perfect. You're going to fail some, but don't fail all the time for the same reason. Learn from your failures. You must have initiative without fear of failure.

The fourth block in this second tier is *intentness*. Intentness is determination; intentness is persistence. You must have goals, but the goals must be realistic. I think occasionally that goals are made so idealistic that they are unattainable and, after a while, when it becomes evident that they are unattainable, they become counterproductive instead of productive. They must be difficult to achieve, because things easily achieved, acquired, attained, usually aren't very meaningful, don't amount to much . . . won't be very lasting. So they should be difficult, but within the realm of possibility. You may have to back up. You may have to go around. You may have to go under or over. Change your method, but you don't quit. You are persistent. You're determined, or intent on reaching that realistic objective.

The third tier is made up of three blocks. Some feel that these pertain primarily to athletics, but I don't think so. I think they certainly do pertain to athletics, but also to every other area, every other profession as well. One is condition, the second is skill, and the

Continued on page 47

LTI—Important Fundamental Knowledge

Harrison H. Jones

When I became a member of the Board of Directors of The Land Title Institute, Inc., a related organization of the American Land Title Association, my seat on the Board came, I believe, because of my feeling that LTI was increasing its charges to those who were using the courses of the Institute, and it was my thought that ALTA was more interested in money than in education. The Institute is self-supporting, as it should be.

After attending my first Board meeting and seeing the number of people in our industry taking advantage of the Institute courses, I now feel that the cost to users is reasonable and, further, is adequate to provide the Institute with sufficient funds to continue to enhance its programs and possibly enlarge its curriculum.

The LTI is in process of updating all texts and it is looking into other educational areas. Presently, LTI provides a basic and an advanced course, and the taking of these courses by individuals entering into the business of abstracting or title insurance is most desirable. Most companies are unable to provide the time, the personnel or the character of education needed by newcomers to our field.

In many situations, a new employee is hired to do a specific job or task, and he or she learns that specific job, but does not know how that work fits into all the other elements of the

business, or why. The title industry has experienced in past years a large increase in losses and percentage of losses as to gross income, and while a lot of this is attributable to fraud, a considerable portion is due to a lack of fundamental knowledge of our business. This knowledge can be and is provided by LTI courses.

As this is written, ALTA is progressing in its work to set up a "captive" errors and omissions insurance company. The "captive" is being set up under the 1986 Risk Retention Act, and the people and companies that will be insured if this company gets into business will be those who are Active and Associate members of ALTA, and have good track records as to losses. Part of the pricing for this insurance should be based on the educational background in the title business of the employees of the insured. I believe this will be a very important factor.

Currently, the Institute has well over 100 subscribers to its courses. These are compa-

nies that subscribe for their employees. If you are not a subscriber, I urge you to become one. For further information about the cost and how the Institute is operated, please contact Ms. Ramona Chergoski, Executive Vice President, The Land Title Institute Inc., P.O. Box 9125 Winter Haven, Florida 33883-9125 (AC 813 294-6424).

Past ALTA Governor George Russell Dies

Word has been received of the death of George V. Russell, who died at his home in Salt Lake City. He was previously senior vice-president and director for SAFECO Title Insurance Company.

Russell had served as a member of ALTA's Board of Governors, Federal Circuit Judiciary Committee, State Court Judiciary Committee, and Underwriting Practices Committee.



Author Harrison Jones is a director of The Land Title Institute, Inc., and is a retired senior vice president and regional manager for Commonwealth Land Title Insurance Company.

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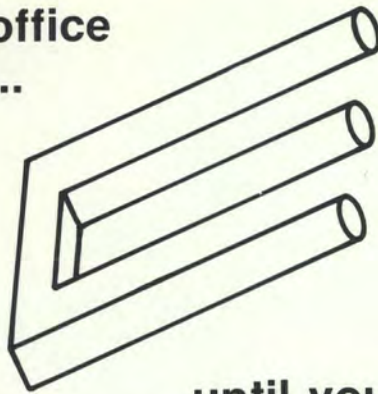
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management and marketing information at your fingertips. On demand (with a few minutes notice), you get automatically prepared commitments and policies, lender packaging, closing documents and statements, checks missing nothing but the signature, amortization schedules, and maintenance of your escrow accounts and starter files. Sulcus further offers easy to use general indexing and Regulation Z processing, as well as title plants.

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Title Management Question

From your viewpoint, what is the greatest automation need of the land title industry, and how well is this need being met?



Paul J. Kennedy, Executive Vice President, Stewart Title & Trust of Phoenix, Inc., Phoenix, Arizona—It takes only a cursory glance through the advertising pages of *Title News* to reveal that there are numerous software

programs and considerable hardware, as well as vendors capable of servicing all major functions of full service title underwriters and agents.

What priorities, then, are left in the computerization of land title information? I see three areas, which I call the “three C’s”—cost, compatibility, and county records.

The title industry has always been labor intensive, and I don’t see that computers have substantially reduced this major expense. Nor do I foresee that more sophisticated computers will do so in the near future. While computerization has sped up the title process and can reduce the need for some employees—such as posters, record retrievers, and file personnel—and have increased productivity, automation capability remains costly to purchase or lease, and to maintain.

To defray this high cost item, you need more title insurance orders and, to secure those orders, you need more marketing employees (probably a higher cost than those eliminated by automation). As long as this condition remains, the affordability of complete computerization remains a concern for management. Hopefully, the affordability problem will be reduced by improved technology and new equipment.

Looking again at *Title News* advertising, many software programs are available that are tailored for escrow, accounting, title plant automation and document preparation. But, which ones are compatible with the computer that a title company now has—or is about to acquire for a different function?

Our company currently has four, non-compat-

ible computers furnishing title plant information, mortgage loan servicing, escrow and document preparation, general ledger escrow accounting, and record retrieval. I find it is highly unlikely that, in the near future, we will see common language adaptable to different hardware—so the best available solution seems to be selecting programs to the greatest extent possible that will run on the same hardware. Affordable translators may be the answer for the future.

Computerization of public records in offices of the larger counties should be a priority item. The recorder’s office in Maricopa County, where Phoenix is located, is implementing an in-depth, computerized docket storage and retrieval system, which hopefully, will be on line within 18 months. It is contemplated that information from the system, accessed by on-line computers, will be available to the public, including title companies. Documents will be available from the system within five minutes of their recording.

Computerization of the title industry is here. I look forward to the improvements that will enhance its use through cost reduction, compatibility, and expansion into the public records.



Sam Ferguson Musser, President, Conestoga Title Insurance Co., Lancaster, Pennsylvania—The hardware capacity of the computer industry has far out-run the software producers’ ability to keep up. The frequent “up-

dates” to software packages are time-consuming to install, sometimes cumbersome, and often require changes—albeit minor—in operations.

The lack of universality must be apparent to all. My reading and listening indicate that, at some time in the future, all software programs will be able to run on all hardware. It can’t come too soon.

On standard, repetitive operations, the computer industry—hardware and software—has done well. Such things as RESPA settlement statements and related papers now are done routinely by computer.

It is the non-standard functions that cannot be handled. Most states have individual rules and laws regarding recordings, lien satisfactions, taxes and similar items. Many municipalities within each state have their own idiosyncrasies. Add to this that each of our underwriters has its own method of handling searches,

filings, examinations and similar internal functions, and you begin to pick up some idea of the multitudinous task ahead for the programmers.

Title insurers pride themselves on their individuality—efficiency, promptness, underwriting expertise, marketing, and so on—and following a standard methodology would be abhorrent to many of them.

The alternative to this is to have the companies hire their own programmers. This is costly and time consuming. The programmers must be taught what title insurance is and how a particular company functions. The other side of the coin is that title insurers must be taught how the hardware functions and how the software can best be utilized.

Because our industry is relatively small, it is unlikely that software programs will be developed other than for the standardized, repetitive functions. The development and/or refinement of a software package that can be modified to fit the needs of individual companies, particularly the smaller companies, is desirable.

A cross-training program for computer programmers and title insurance people would permit a better understanding of the problems that need to be solved.



William R. Blincoe, Assistant Vice President-Information Services, Chicago Title and Trust Company, Chicago, Illinois—The greatest need for automation in our industry is not another closing or production system designed to run on yet another piece of technical wizardry. Our most urgent need is for a comprehensive plan that will allow us to automate our business function consistent with our business goals and objectives.

The temptation in the title industry is to automate individual portions of the business as the need arises, especially when we find ourselves facing record volume, staff burnout, and all of the other challenges that we have encountered in past years. Anticipating these events through planning can not only insure that automation solutions are available when required, but also can assure that all aspects of our offices can interact once automation is in place.

The temptation in the title industry is to automate individual portions of the business as the need arises, especially when we find ourselves facing record volume, staff burnout, and all of the other challenges that we have encountered in past years. Anticipating these events through planning can not only insure that automation solutions are available when required, but also can assure that all aspects of our offices can interact once automation is in place.

It’s easy to buy systems. It is much more difficult to understand and plan for how the systems will interact in an operation; with

other automation; with staff; with office work flow; and with customers. We can no longer afford to throw computer solutions at individual portions of our business, with the vague hope that they will all work together somehow when our automation process is completed. The planning process is critical, and failure to plan can be much more expensive in the long run than failure to automate.



Bruce S. Bobo, President, Lauderdale Abstract Company, Florence, Alabama—The greatest need in automation today is the standardization of binder and policy forms.

Many of us make use of the same, standard ALTA binder and policy language. The ALTA Title Insurance Forms Committee works diligently, keeping this form language current each year, and we owe them thanks for a job well done. But, it seems that underwriters devote a comparable amount of time to setting up their binder and policy formats to be as varied as possible from those of their competitors.

I recently compared the Schedule A on the forms of three different underwriters.

The same information appears on each company's form. But, Company A begins 2¼ inches from the top of its form, Company B ¾ inch from the top, and Company C 2½ inches from the top. On effective date, Company A is at the left, Company B is on the right—Company A has four paragraphs, while Company B has five.

Their policy forms have the same kind of set-up confusion. I think you see the picture. You may think—So what? Many agents represent only one underwriter. But, even so, when data is stored from binders, it now is necessary to have three separate form designs to accommodate basically one set of data, i.e., name of insured, effective date, type of policy or policies, title vested in, amount, case number, binder or policy number, and description. The position of this data varies from binder to mortgage policy, and then again to owner's policy.

If variety is the spice of life, title policy producers must be the spiciest folks in our industry.

Each time data changes position on a page, production slows. If you are programming for an automated operation, you must write more programs—which take up more disk space and take longer to run. If you produce your

policies on a typewriter, the variations require extra training time and more mistakes and retyping are likely.

If you are a multiple agent, the wide range in forms is a nightmare. Ours is a service industry. We need to produce that service as quickly, accurately, and economically as possible.

All underwriters require the same information for the same standard binders and policies. Let's strive to keep it simple.



John G. Freeland, Executive Vice President and Chief Operating Officer, American Title Insurance Company, Miami, Florida—What the title industry needs most from automation today is effective use of what is available.

Properly applied, today's technology can at least maintain—and in many cases, significantly improve—the level of service offered to the customer. For the most part, that is not being done. My observation is that, with few exceptions, title companies are using their expensive computers and printers to fill spaces on forms.

One would expect that computers by now have found wider application in an industry that requires repeat handling of names and numbers. However, in a day when mainstream manufacturers are developing expert systems to mimic human intellectual activity, automation at too many title companies is just not being challenged to manage work flow in production centers, or otherwise improve responses to today's needs of today's customers.

One solution that is working for American Title Insurance Company involves a change in perception. We have abolished the myth that title procedures and documents are substantially different from place to place. They are substantially similar, and we are tailoring our technology to cultivate the advantages too long obscured by the myth of differences.

We also have made our software customer compatible. A good example involves one of our major accounts, a large, national lender which is using technology to provide residential mortgages in a timely manner, with a high degree of service and at low cost. We focused on automating our linkage with the lender's system to minimize paper and to achieve better order tracking, greater accuracy, and other benefits.

By customizing our software to match the

lender's, we provided a uniformity between systems so that, for example, a video display terminal shows the same format for any system capturing similar information, and allows those systems to share data moving through the offices.

Because the best procedures are ineffective if not properly coordinated, execution is everything. We have organized our staff to provide one point of contact, a single source of information on all orders placed by the individual lender. That supports personal attention, delivery of which is compulsory in our business.

Effective use of automation provides better tracking of scheduled dates for commitment, closing, and policy issuance. It also generates an improved data base within our company, for marketing and management purposes.

Quick results count in the title business, and more intelligent use of automation can help lenders, attorneys, developers, and other real estate professionals serve customers with greater speed and accuracy.

NEW MEMBERS—continued from page 20

Virginia

Independence Land Title Agency, Inc., Virginia Beach
Talco Group Corp., Abingdon

Washington

Whatcom Land Title Co., Inc., Bellingham (George Peters, SAFECO Title Insurance Co., Seattle)

Associate

California

John T. Campbell, Van Nuys (David R. Porter, Transamerica Title Insurance Co., Los Angeles)
Carl J. Stephens, Costa Mesa (James Ware, Commercial Center Bank, San Diego)

Florida

J. Michael Fitzgerald, Miami
Robert M. Graham, West Palm Beach

Iowa

Robert L. Fulton, Leon

Minnesota

Robert D. Neils, St. Cloud (Brian Konrad, Lawyers Title Insurance Corp., Chicago, IL)

New Hampshire

James J. Fleming, Esq., Londonderry (Charles W. Parker, Jr., Chicago Title Insurance Co., Boston)
William M. Hibbard, Concord

New York

Joseph Sternschein, Elmhurst (Ira Zankel, Esq., Northshore Abstract Corp., Great Neck)

Washington

Clifford D. Hackney, Spokane (Jerry B. Palmer, Jefferson County Title, Madras, OR)

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The Importance of the Abstract in Your Community

Describes, in quick-read form, what an abstract is and tells about the role of abstracters in expediting real estate transactions. Points out that the skill and integrity of ALTA member abstracters represents an important asset to those who purchase and otherwise invest in real property. \$17.00 per 100 copies



Buying A House of Cards?

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the structure.

The Boeing tour will be repeated on Wednesday afternoon; each Boeing tour is limited to 90 persons.

Another Wednesday afternoon event is the

Arts & Flowers Adventure, a visit to art galleries in the area and the Japanese Gardens.

This Eighty-First Annual Convention will close with the Annual Banquet and Dance, which has a theme, "White Rhapsody," on Wednesday evening. The Stan Keen Orchestra will provide music of the Big Band Era.

On Thursday, there will be a post-Convention cruise to Victoria, British Columbia.

All the tours and special events are optional. Registration material is included in the pre-Convention mailings sent to every ALTA member.

SPEAKERS—continued from page 19

Vincent Peale on a book, *The Power of Ethical Management: We Don't Have to Cheat to Win*.

Dr. Blanchard earned his Ph.D. in administration and management at Cornell. He is co-author of a text, *Management of Organizational Behavior*, now in its fourth edition, which is considered standard reading on the subject.

Victoria Cruise Destination



The picturesque Inner Harbour, Victoria, British Columbia

Victoria, British Columbia, a capital city full of old English charm, is a 2½ hour cruise from Seattle aboard the Victoria Clipper. From Seattle's Pier 69 to Victoria's Ogden Point, you glide through a breathtaking blue and green inland waterway on this 300 passenger, jet-propelled catamaran. Once in Victoria, ride a double-decker bus to the famous Butchart Gardens; "take" traditional High Tea at the Crystal Gardens or in a hotel lobby; browse through unique import shops; visit the memorable Provincial Museum.

ALTA has made special post-Convention cruise arrangements for group rates aboard the Victoria Clipper on Thursday, October 22, immediately following the 1987 Annual Convention. Round-trip passes may be purchased for \$39 per person. The Clipper departs Seattle at 8:30 a.m., arrives Victoria at 11:00 a.m. You have a full six hours to explore the city, as the boat departs Victoria at 5:30 p.m. and arrives back in Seattle at 8:30 p.m.

Upon arriving in Victoria, there are two tours available through Gray Line Tours. The Grand City Tour (1½ hours) will take you to Victoria's lovely homes and gardens, as well as points of

historical interest. The Butchart Gardens Saanich Peninsula Tour (3 hours) will visit one of Victoria's most famous sites. In 1904, Jennie Butchart decided to transform part of the limestone quarry into a Sunken Garden. Today, the gardens are a world-renowned beauty spot, with the Sunken Garden, Japanese and Italian Gardens, the English Rose Garden and the magnificent Ross Fountain, all linked by spacious lawns, streams and lily ponds.

The Gray Line Information Desk is located in the Empress Hotel lobby.

You may sign up for this cruise as part of the optional activities offered on the Convention registration form. Your round-trip transportation tickets will be in your registration packet. Additional hotel room nights (Thursday) and transportation to Pier 69 (approximately a \$3.00 cab ride) are your own responsibility. Refunds will not be given after October 5.

For additional information on Victoria, please write to Vancouver Island Tourist Services, Ltd., P.O. Box 1984, Victoria, B.C. Canada, V8W 2S6. For additional information on tours, contact Gray Line Victoria, toll-free, 1-800-663-8390.

Adina Conn Joins ALTA Editorial Staff



Conn

Adina Conn has joined the ALTA staff as assistant editor of *Title News*.

Before accepting the position with the Association magazine, Adina served as editor of the University of Florida's *Pediatric Alumni Newsletter* and

worked in other positions as a communications professional and survey researcher.

Adina received her master's degree in mass communications from the University of Florida, and earned her bachelor's degree magna cum laude at Brandeis University.

"The addition of Adina Conn to ALTA staff is a further indication of the increased commitment to excellence in the content of *Title News*," Association Executive Vice President Michael B. Goodin said of the appointment. "Through a stronger editorial staff, and with support from ALTA members across the nation, *Title News* will continue to improve as a magazine that we all want to pick up and read."

Missouri Association Holds Educational Event

The Missouri Land Title Association held its annual land title institute, co-sponsored with the University of Missouri School of Law. Title insurance underwriters, title agents, abstractors and their employees throughout the state attended to gain the latest information on topics of interest.

Specific classes were held regarding legal descriptions, forms, title evidence, marketing, estates, foreclosures, tax sales, lawsuits, easements, plats and surveys, restrictions and reservations, public relations, escrows, closings and bankruptcies.

Haynes Johnson: Back By Popular Demand

After his guest speaker comments at the Title Industry Political Action Committee Trustee Seminar in the nation's capital were enthusiastically received earlier this year (see article, May-June *Title News*), Haynes Johnson, Pulitzer-prize-winning journalist for the *Washington Post*, has been scheduled by TIPAC leaders to share his thoughts with a wider segment of title men and women as featured speaker for the organization's luncheon during the 1987 ALTA Annual Convention.

Johnson writes a column on national affairs for the *Post*, and is a regular participant on Public Television's, "Washington Week in Review," as well as appearing on other television programs including NBC's "Today." Included among his honors are the Pulitzer Prize for reporting on the civil rights struggle, the Sigma Delta Chi Award for general reporting, and numerous Newspaper Guild Front Page awards.

His career at the *Post* began as a reporter on the national news staff, and, before beginning his present column, also has included stints as assistant managing editor, supervisor of the paper's Sunday supplements, and director of its coverage of science, medicine and religion.

Johnson is the author of several books, the most recently published of which is *In The Absence of Power: Governing America*.

Johnson received his bachelor's degree from the University of Missouri School of Journalism, and earned his M.A. in history at the University of Wisconsin. He has twice been appointed Ferris professor of journalism and public affairs at Princeton University.



Haynes Johnson addressing the TIPAC Trustees Seminar



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real estate reporting requirement and the antitrust damages bill. We have been active in the government forfeiture area, both by working with the Department of Justice and through amicus litigation. We are in hopes that better communication between the title industry and the government, as well as better, fairer procedures by the government, may resolve problems in the forfeiture area.

Similarly, we have been active in the Indian land claims area, preparing an amicus brief in a U.S. Court of appeals case involving the concept of individual aboriginal title—a concept which, if firmly established, could result in a considerable proliferation of litigation in this ever-troubling area.

We are also seeking leave to file an amicus brief in the Supreme Court in dealing with establishing sovereign title in wetlands. A favorable decision in this case could finally resolve many of these disputes, while an unfavorable decision may result in many states passing legislation adversely affecting many private titles.

Financial deregulation is once again a topic of great concern for the title industry as banks attempt to invade the insurance industry gen-

erally. Of particular concern is a ruling by the Comptroller of the Currency that national banks may become title agents. It is also feared that the Comptroller may permit national banks to own and operate title insurance underwriters as well. ALTA will be attempting to persuade the Comptroller on this point.

Financial deregulation is not the only structural threat to the way we do business coming out of Washington these days. The ALTA has been closely following legislation on Capitol Hill to repeal the McCarran-Ferguson Act. In past years, such efforts would not have been taken terribly seriously. But the insurance industry has not treated the current effort lightly at all, and has launched an all-out effort to defeat all of the bills now pending which would repeal all or part of the act. ALTA is an active part of that coalition.

Internal Matters

Let me turn now to a number of matters of a more internal nature.

• After almost one year of plaster dust and wondering by staff where their desks would be in the morning, the refurbishment of your ALTA national headquarters offices has been completed. As any of you who have had an opportunity to visit our renovated offices or to peruse the latest edition of *Title News* can

attest, we now have physical office space which we can all be proud of, and which enhances the already fine job being performed by our professional staff in Washington.

• Attendance at this 1987 Mid-Year Convention is nearly 700 people. Last year we began a very heavy emphasis on practical, workshop-oriented education at our Mid-Year Conventions. I'm pleased that we have been able to continue that direction this year, with an impressive set of workshops which, by all reports, were extremely well received and highly useful. I'm hopeful that this educational direction will be pursued in the future.

• I am pleased to report that the annual audit of the ALTA has been completed and that the Association is in excellent financial condition. Our reserves, sadly depleted during the recession of the early 1980s, have been replenished and will continue, with additions this year, to be built upon. We completed 1986 with a surplus of \$132,992 from our operating accounts, despite heavy costs on the tax reform, legislative, and office refurbishment fronts. I believe that we can expect 1987 to be another sound financial year for the Association.

• Membership also continued to grow, with 52 new Active members and 27 new Associate members since the 1986 Annual

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Convention. We are in great hopes of increasing membership even further with this year's membership campaign. You may have noticed our new recruitment video tape currently showing next to the Convention registration desk. This 11-minute, professionally-directed tape outlines, in entertaining detail, the advantages of ALTA membership—something the accomplishments and activities of just the last six months which I have outlined this morning should also bring home. I understand that this tape will be shown at quite a number of affiliated association conventions over the coming year and I urge each of you to view it.

• This past January, Chairman Oscar Beasley and other members of the Title Insurance Forms committee conducted three seminars on the new ALTA policy forms adopted at the 1986 Annual Convention, which become effective June 1, 1987. It was at that Convention that the committee came to realize that both customer and industry education regarding the new ALTA forms would be essential for general acceptance.

The seminars were conducted in San Diego, Dallas, and Atlanta. They attracted an audience of over 300. In addition, more than 600 course handbooks have been sold. An edited audio tape program taken from the Atlanta session is planned for the near future. The

Recruitment-Retention Subcommittee Meets



Members of the ALTA Recruitment and Retention Subcommittee are pictured at a recent meeting in Salt Lake City, Utah. A representative of the Membership and Organization Committee meets periodically with members of its Recruitment and Retention Subcommittee to update and inform them on developments concerning the ALTA membership campaign. From left are L.H. "Peanuts" Redman, J.M. Divine & Co., Inc., Minot, North Dakota; Robert J. Field, First Montana Title Company of Billings, Billings, Montana; Frances Rossmann, The Abstract & Title Company of Newcastle, Inc., Newcastle, Wyoming; Robert J. Taylor, Security Title Company, Salt Lake City, Utah; member of the Membership committee and chairman of this meeting, Floyd B. "Shum" Jensen, Western States Title Co., Salt Lake City, Utah; John W. Gibbons, Tri-County Abstract & Guaranty, Inc., St. Cloud, Minnesota; John H. MacMaster, Williams County Abstract Co., Williston, North Dakota; Michael P. Reisetter, Brookings County Abstract Co., Brookings, South Dakota; A.L. "Tony" Winczeuski, Jr., Chicago Title Insurance Company, Bloomington, Minnesota; Kelly W. Mann, American Land Title Co., Inc., Pocatello, Idaho.

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seminars were both functionally and financially successful—evaluation sheets indicated an overall rating of better than 3.2 on a 4 scale, for all three seminars.

Although approximately half the attendees were Active or Associate members of the ALTA—and benefited from the 20 per cent discount afforded members—the major thrust of our promotion of the program was to attorneys and lending institution employees. Acceptance of our new forms must lie in no small part with this group. I believe we furthered our goal of educating our customers regarding the coverages contained in the new policy forms, through these seminars.

As an outgrowth of the seminars, ALTA will be preparing a loose-leaf service on the ALTA forms, which will contain all forms of the Association, including the new forms with the changes, if adopted, which will be voted on later in the morning. This service will be continued in the future as new and amended forms are introduced.

• I'm sure that most of you have seen the recent edition of *Title News*. The use of color, new format and revised content reflects a commitment to revitalize our ALTA publications. We are trying to make them brighter, more interesting and informative, and more closely related to the matters of interest and

concern to you. Please let us know what you think of our efforts in this important area.

• Once again this year, ALTA, through our Education Committee, will be conducting regional seminars for title agency owners and managers in three different locations: on April 10-11, in Kansas City; on September 17 in Boston; and on October 2-3, in Salt Lake City. Everyone should give serious consideration to taking advantage of one of these fine educational opportunities.

Board Actions

Your Board of Governors has taken several actions which may/should be of interest to each of you.

—Of greatest importance, the Board voted to spend up to an additional \$50,000 on our most important project, the establishment of our errors and omissions captive insurer. This will represent a total investment of approximately \$175,000 in this effort, plus staff and committee time and travel.

—The Board approved further consideration and additional funding for ALTA's white collar fraud project. This important effort is designed to address the growing internal and external threat of fraud in the title industry.

—The Board also voted to direct that the ALTA Title Insurance Forms Committee de-

velop an ALTA "master" or short-form residential loan policy form. With the proliferation of such forms and the difficult and potentially-conflicting agency and customer review process, this may facilitate the convenient use of this device.

—In connection with concerns about policy forms and underwriting risk, the Board voted to support adoption of the Uniform Federal Lien Registration Act in those states which have not yet adopted it. The federal superfund statute, with its environmental lien provision, and other federal statutes may result in filings in records of clerks of U.S. district courts rather than in county recorder's offices unless this uniform law is enacted in all states. Affiliated associations will be hearing more about this matter in the coming months.

—The Board has voted to jointly sponsor legislation with the Anti-Defamation League of B'nai B'rith, which would prohibit reporting of racially restrictive covenants in abstracts, commitments and title insurance policies. The negative public reaction regarding revelations concerning racially restrictive covenants in deeds involving now-Chief Justice Rehnquist, during the Justice's confirmation hearings, prompted concern in both organizations.

—Finally, registration fees for ALTA's Annual Convention in Seattle were set by the



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Board. Member registration fees will be \$295, spouse's fees will be \$125, and non-member fees will be \$445. In addition, the Board voted to establish higher late and on-site registration fees. The Board also established a no-refund policy for those who fail to cancel prior to the Convention.

I'm sure you will agree that it has been an active and interesting time in ALTA. I look forward to this morning's fine program and I will report to you again in Seattle, where I hope to see all of you.

FRENCH—continued from page 26

vides leverage and an important financial asset.

A well-known Russian woman who recently visited America, Yelena Bonner, said, "I've learned what the American dream is and it is to own your own home." And so, I've felt we ought to support these programs which have changed us in the last 50 years from a land of renters to a land of home owners.

We at MBA decided that the mechanism which would work for this would be a national housing policy. When we asked those in command what the national housing policy was, there was no one to answer; it was not spoken

or written.

At MBA, the home builders, and the Realtors have taken action. Hopefully, your Association, and many others, will join in the establishment of those basic principles. We urge those in Congress, the country, and the grassroots; wherever we are privileged to speak. I am grateful that Senator Alan Cranston of California has seen fit to begin hearings on this matter. Not only a housing bill but permanent identification and priority for our country of home ownership and a national housing policy. Chairman Henry Gonzalez of Texas, in the House, is doing the same thing.

We are in a time of transition. What tomorrow holds with respect to housing is probably in great part going to depend on our courage and our leadership. Let's hope we are equal to the task.

WOODEN—continued from page 36

third is team spirit, which is nothing more than consideration for others.

Condition. You must be conditioned for whatever you are doing. If you're a salesman, if you're a pilot, if you're a surgeon, if you're an attorney—it doesn't make any difference what your profession is, you have to be condi-

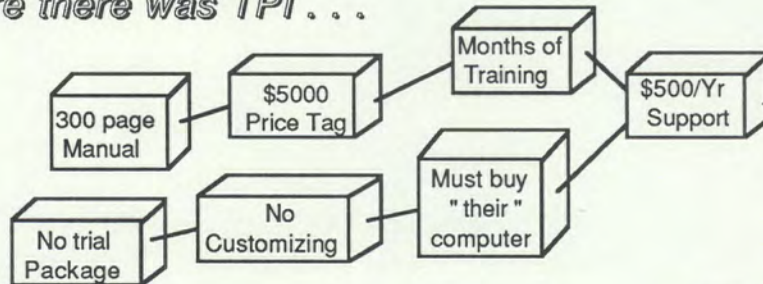
tioned for that profession. It's not just being an athlete. Athletes have to be conditioned in different ways! Linebackers aren't conditioned in the same way that wide receivers are, and so on. There are different types of conditioning that are necessary. You have to be conditioned for your own particular profession, whatever that might be. And you have to work at it.

About the first of October every year, I had a meeting with all of the potential basketball candidates at UCLA. That's two weeks prior to the opening day of practice, which cannot begin until October 15, and I had this meeting to explain a number of things to them and arrange their physical before practice started, and to tell them how to get their feet in shape before the first day of practice . . . because we're going to work the first day and not take a couple of weeks to get your feet in shape . . . and a number of things.

I'd have the necessary forms they would fill out for them, and the department would need them, and so on. I would go over a number of things they could expect from me, and what I hoped I could expect from them. One of the things I would say is, "We're going to make every attempt to be in better condition this year than any team against whom we will participate. Not just in as good condition, but we

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are going to make the effort to be better conditioned than anyone else. Now, if this is to be attained, there is a dual responsibility.

"I have a responsibility—a great responsibility. I must analyze you and study you very carefully. I must recognize the fact that there are similarities in all of you and no two are identical. I must have drills for every one. I must have drills for forwards, for centers, for guards. I must have drills for the pressing defense. I must have drills for rebounding, for fast-break, for set defense, for set offense, for parts of all these. I must have drills. I must know when to use these drills in practice. I must know how long to continue them. I must know how many days a week to use them.

"And, as the season progresses, I know there will be changes. I must be alert for those changes. And make the necessary changes so that I can help you be in the best possible condition. And in so doing thing, young men, don't expect me to treat you all the same. I will not treat you all the same, any more than I will like you all the same. And when you don't get to play, I know your parents will be bothering you, and your girlfriend, and all that, and they will try to make you feel that you're better than you are, but remember that only one can make the decisions. It is easy to make

suggestions, but more difficult to make decisions, and that's something that I have to do.

"There are many things that you must do—and that I must do, too. But your main obligation begins when practice ends until you return for the next practice. Because you can tear down between practices, by lack of moderation—of rest, of diet, and various things, as well as immoral conduct—more than we can build up during the practices. Both of us must live up to our obligations if we are to attain that objective."

The next block, in the very heart of the structure, is *skill*. Skill is the ability not only to properly execute the various fundamentals, but the ability to execute them quickly, because, quite frequently, if you can't execute them quickly, you won't get to execute them at all. Just like the surgeon in delicate heart or brain surgery, or something of that sort. Something comes up and he has to react quickly or the patient will be lost. The same thing can happen in the courtroom. The same thing can happen with a deep-sea diver, or a mountain climber, or a salesman in any area. If you can't react quickly, you will be lost. So you have to have these skills and these must be attained through constant practice. We must follow the laws of learning and remember that

the last of the laws of learning is repetition, and we will be repeating many things over and over. I don't believe in big doses. It will be short doses often repeated, and we will attempt to do that not only to properly execute, but to quickly execute the fundamentals of the game.

The third block in the heart is *team spirit*, which I said is nothing more than consideration for others. And I definitely believe that, if heads of state throughout this troubled world of ours today, and indeed it is a troubled world, and people in very responsible positions, had more consideration for others, I don't think the problems would be nearly as severe. We'd always have problems, yes, but not the type of problems with the severity that we have. The problems in South Africa, the plane that was shot down over the Sea of Japan, the problems in Lebanon, the bombing of Beirut, the problems in South and Central America and here within our own country, and in other areas of the world... if those in responsible positions only had more consideration for others, those problems would not be nearly as severe.

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have been lost, because certain people differed insofar as religion is concerned or as far as race is concerned?

You know it's true, and it's very terrible, that those things can happen just because we differ in those aspects. Yes, we must have consideration for others to be in position to make the most of the abilities that lie within each and every one of us.

Just above those three blocks, I have two blocks. One is poise; one is confidence. You must have *poise*. Poise is much like self-control, and because of that fact, I've had people say, "Why do you need both of those in that pyramid? Why don't you replace one of them? There are other things, aren't there?"

And I say, "Oh yes, there are." But poise and self control are just like you and me. We are similar, but we're not identical. I like poise to remain, and I have my own definition of poise, a very simple definition, three words: poise is just being yourself. When you maintain your poise, you are yourself. You function near your level of competency, because you're not acting, you're not trying to be something you're not. You do what you can do. That is my feeling about poise. Consider *confidence*, which we must have to reach our own personal level of competency. We must not doubt. We must have confidence, and it must be real, not false, nor whistling in the dark. We don't want it to be false confidence. We want it to be real and valid.

Is it possible to have poise and confidence that are real and valid? I think so. Difficult? Of course it's difficult, as anything worthwhile should be. How then can you acquire it? By being industrious and enthusiastic. By being friendly, loyal, and cooperative. By maintaining your self-control. By being alert and alive, and observing the things that are going on around about you all the time, and not getting lost in your own narrow, selfish way. By having initiative and not being afraid to act when action is called for. By being intent and determined and by persevering on attaining that realistic objective. By being conditioned for whatever you are doing. By being skilled. And, by having consideration for others.

Then, unquestionably, in my opinion, you are doing to have poise and confidence that will be real and valid.

The last block in the structure is *competitive greatness*—enjoying it when it is difficult. There's where the most pleasure, and satisfaction, and joy are derived—from being involved in a situation that is difficult. There's no real pleasure or joy to be gained by doing the very easy things—the things anybody else could do. There are many things of that type that must be done. And they should be done, no matter how easy it is, to the very best of our ability. But there will not be the joy that will come from the easy things that will come from the difficult things.

I might make a comparison, when Kareem

ALTA/Price Waterhouse Hold Denver Seminar



An ALTA seminar on discounting of loss reserves, which was held in Denver, featured the panelists shown here, who are, from left, Jim Shanaban and Bob Shapiro, Price/Waterhouse, Washington, D.C.; Jack Derlosbon, First American Title Insurance Company, Santa Ana, California, ALTA accounting committee chairman; Bob Huber, Price/Waterhouse, Newport Beach, California; and Rich McCarthy, ALTA director of research. In the other photograph, seminar attendees listen intently to program discussion.

Abdul Jabbar (Lewis Alcindor) played for me at UCLA, we won three national championships in succession, but there was not the great joy because, if he stayed healthy, I expected to. That's how good I thought he was. I think today that he's the most valuable player who has ever played the game.

And sometimes, even though it is more difficult to do the expected than the unexpected, it still doesn't give you the joy that the unexpected will do. So, I didn't get the great joy—satisfaction—from those championships that I did from the first championship we ever won, by the shortest team to ever win the championship, by a team that at the beginning of the year was not listed among the top 50 teams in the nation. I don't even know if it would have been in the top 100 or not, but it wasn't in the top 50 certainly. Yet, this team went through undefeated, didn't lose a game, and won the national championship. That gave me great joy, satisfaction and pleasure.

I had great joy with the team that I chose to call "The Team Without." That's the team that followed the graduation of Lewis Alcindor. It was without Alcindor. There again, too many coaches, and coaches sometimes have a tendency to put their foot in their mouth on occasions, and say too much, or say the wrong thing, and too many coaches had said when Alcindor was playing for us, what

they were going to do to UCLA when he was gone.

There was one coach in particular, who mentioned "if I had him," what he would do. I know what that coach would have done if he'd had Alcindor. He would have fouled it up some way, I don't know how, but he always spent so much time complaining about what he didn't have, that he never made the most of what he did have.

I'm quite certain that, the more we get involved and concerned about the things over which we have no control, the less we're going to do with the things we control, or should have under control. So, that gave me great pleasure, as did the very last team that I had that won the championship, and was not supposed to win, was not selected by any of the so-called experts. Those are the ones that give you the greatest pleasure. The competitors really enjoy it when it is difficult. Grantland Rice again wrote something called *The Great Competitor*, and he said:

*Beyond the winning and the goal,
Beyond the glory and the fame,
He feels the flame within his soul;
Born of the spirit of the game.*

*And where the barriers may wait,
Built up by the opposing gods,
He finds a thrill in bucking fate,
And riding down the endless odds.*

Where others wither in the fire,
Or fall below some raw mishap;
Where others lag behind or tire
And break beneath the handicap,

He finds a new and deeper thrill
To take him on the uphill spin,
Because the test is greater still,
And something he can revel in.

The competitor revels in it and attains the greatest joy when the task is difficult.

Those are the blocks that make up the pyramid. At the apex is success according to my definition. On the sides of the top block, competitive greatness; leading up to the apex we have on one side, patience and on the other side, faith.

You must have *patience*. Good things take time, and that's exactly the way it should be. When I speak at coaching clinics, for young coaches and older coaches, of course all are looking for things that might help them in some way, I usually say at one point in my lectures that young coaches will undoubtedly find that one of their greatest mistakes will be a lack of patience. They will expect too much too soon. They will want too much too soon. They won't understand it when they don't get



ALTA Governor Herb Wender, right, chairman and chief executive officer of Commonwealth Land Title Insurance Company, accepts a commemorative Liberty Bell from Philadelphia Mayor Wilson Goode. Commonwealth received the award for its title insurance services provided to 61 home sites in the Osage/Pine redevelopment area. "In most difficult times, there are those . . . in the private sector who do more than expected," the mayor told a group of Commonwealth employees who worked on the project. "When we needed you, you were there."

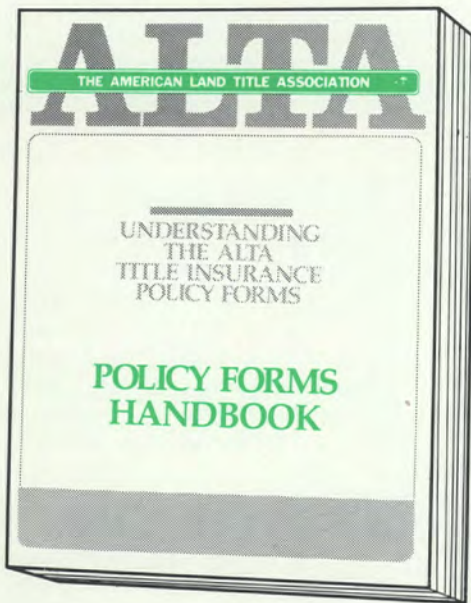
it. That will be one of their greatest mistakes.

But older coaches who have been in it for a long time, I dare say one of their greatest mistakes continues to be lack of patience. Not to the degree, possibly, that it was when they were younger. But it will still be there.

I think age has a little more patience than youth. Youth, I think, is a little more impatient. Youth likes to change everything, thinks all change is progress. And, age forgets that there is no progress without change. But there is something in between that is proper that we have to keep in mind at all times.

And then we must have *faith*. We must have faith that things are going to work out as they should, providing that we do what we should. That doesn't necessarily mean that things are going to work out the way we want them to. Because things shouldn't always work out just the way we want them to. Sometimes that other fellow's just better. Sometimes the other fellow's product is better. But if we do what we should, things are going to work out like they should. And we should be satisfied with that, and not complain, when the whole effort in whatever we do, according to my definition of success, is to make the most out of what you have. Don't compare with

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others. Make the most of what you have.
 George Moriarty, who is an ex-major league baseball umpire, wrote something called *The Road Ahead and the Road Behind*, which shows this to some extent. He said:

*Sometimes I think the fates must grin;
 As we denounce them and insist
 The only reason we can't win,
 Is the fates themselves have missed.*

*Yet there it is on the ancient claim,
 Win or lose among ourselves,
 The shining trophies on our shelves
 Will never win tomorrow's game.*

*Yet you and I know that deeper down,
 There's always a chance to win the crown;
 But when we fail to give our best,
 We simply haven't met the test
 Of giving all and saving none,
 Until the game is really won.*

*Of showing what is meant by grit,
 By fighting on while others quit;
 Of playing through, not letting up,
 It's bearing down that wins the cup.*

*Of dreaming there's a goal ahead,
 Of hoping when our dreams are dead,
 Of praying when our hopes have fled.*

*Yet losing, not afraid to fall,
 If gamely we have given all;
 For who can ask more of a man,
 Than giving all within his span?
 Giving all, it seems to me,
 Is not so far from victory.*

Internal Auditing Committee Discusses Guidelines



The ALTA Internal Auditing Committee recently met in Denver, in order to develop agency control guidelines. Seated from left are Ernest Miller, Tigor Title Insurance Company, Los Angeles; Kevin Gauer, Title Insurance Company of Minnesota, Minneapolis; Brian Bond, Transamerica Title Insurance Company, Dublin, California; Larry Tuliszewski, Commonwealth Land Title Insurance Company, Philadelphia; Laurence C. Johnson, SAFECO Title Insurance Company, Panorama City, California; and Committee Chairman William E. August, Chicago Title and Trust Company, Chicago.

*And so the fates are seldom wrong,
 No matter how they twist and wind,
 It's you and I, who make our fates,
 We open up or close the gates
 On the road ahead or the road behind.*

up to us. We have to work today to improve tomorrow. Nothing we can do can change the past—absolutely nothing. But what we do at

And indeed we do. In the final analysis, it is

Continued on page 53

Classic ALTA Films Now In VCR

A Place Under the Sun (21 minutes)

Animated, tells the story of land title evidencing \$80

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Story of a house, the families owning it, and the title problems they encounter \$70

The American Way (13½ minutes)

Emphasizes that this country has an effective land transfer system including title insurance \$70

Blueprint for Homebuying (14 minutes)

Animated, presents the essentials of selecting, financing, and closing in the purchase of real estate. \$60

The Land We Love (13½ minutes)

Documentary style, shows the work of diversely located title professionals, emphasizes that excellence in title services is available from coast to coast \$55

All VCRs in color, orders plus postage. Specify whether Beta or VHS tape is desired and send check made payable to American Land Title Association to Videotapes, ALTA, Suite 705, 1828 L Street, N.W., Washington, D.C. 20036.

Names in the News

John H. Kunkle, Jr. has been elected vice chairman to Commonwealth Land Title Insurance Company's Office of the Chairman. His offices are in Pittsburgh, Pennsylvania. **Kunkle** is past president of the Pennsylvania Land Title Association.

Commonwealth also has promoted the following people: **Thomas E. Simonton**, senior vice president and midwest regional manager, Chicago, Illinois; **David S. Tussman**, vice president and senior claims counsel, Los Angeles, California; **Richard C. Tinsley**, vice president and county manager, Ft. Lauderdale, Florida; **Jennifer Bacon Miller**, assistant vice president and assistant counsel, Philadelphia, Pennsylvania; **Sherry G. Gressen**, assistant vice president, Philadelphia; **Alan O. Bryant**, Southeast regional manager, Louisville, Kentucky; **John G. Keidel**, South Jersey branch manager, Linwood, New Jersey.

The following people have joined Commonwealth in their respective positions: **Michael B. Skalka**, vice president and midwest re-

gional counsel, Chicago; **Warren A. Kennedy**, Middle Atlantic regional manager, Philadelphia; **Maria M. Zissimos**, assistant counsel, Philadelphia; **Michael F. Fiore**, assistant vice president, Philadelphia; **Anthony M. Giampietro**, sales representative, Philadelphia; **Kelly A. Eagan**, closing officer, Philadelphia; **James P. Cardamone**, closing officer and office manager, Philadelphia.

Janet B. Sheffield has been promoted to senior vice president at Commonwealth Land Title Insurance Company of Houston, a subsidiary.

Transamerica Title Insurance Company has announced the following promotions and new position assignments: **Chris Dorman**, newly-elected vice president; **Ron Bean** joined the company as vice president and senior counsel; **Gary Oppen**, executive vice president; **Charles Martin**, vice president and manager, Midwest Division; **Harley Brown**, executive vice president, responsible for the

Southwest, Colorado and Arizona divisions; **Gary Kidd**, executive vice president; **David Koshork**, vice president and manager, Northwest Division.

Title USA Insurance Corporation has announced the appointments of **John Bailey**, vice president-chief accounting officer and treasurer; and **Tony Hipp**, vice president of marketing, Houston, Texas.

The following have both been appointed president of their respective companies; **Jim Heath**, San Antonio Title Company, Houston; and **Terrence Burke**, Title USA Insurance Company of Austin, Texas; both are wholly-owned subsidiaries of Title USA Insurance Corporation.

Walsh Title Corporation, Edina, Minnesota, and an agent for Title USA, has announced these promotions: **John F. Walsh**, chairman of the board and chief executive officer; **Wayne T. Goldade**, president and chief operating officer; **Jane M. Miller**, executive vice president-operations; **John T. Clark**,



Kunkle



Simonton



Tinsley



Miller



Gressen



Bryant



Keidel



Skalka



Kennedy



Fiore



Giampietro



Sheffield



Bailey



Hipp



Parker



Powell



Hardegree



Williams

executive vice president-sales and marketing; **Sue K. Tretter**, assistant vice president; **Mark D. Helmke** and **Heidi J. Keller**, assistant manager-marketing.

Lawyers Title of North Carolina has announced the following promotions: **N. Bruce Boney, Jr.**, chairman of the executive board, and continues as manager of the Charlotte, North Carolina, office; **Joseph M. Parker, Jr.**, president, chief executive officer and general counsel, and continues as manager of the Winston-Salem, North Carolina office (Parker is a past president of North Carolina Land Title Association); **Peter E. Powell**, first vice president, appointed to the executive board, and continues to manage the Raleigh, North Carolina, office; **Willie C. Hardegee**, vice president and secretary, appointed to the executive board and remains office manager of the West Raleigh branch; **Colon H. Williams**, vice president, appointed to the executive board and remains office manager of the Charlotte office.

Lawyers Title of North Carolina also has announced the additions of **William B. "Bill" Pittman**, executive vice president and chief operating officer, Raleigh; and **Francis X. Coman**, vice president and counsel, Charlotte. Both Pittman and Coman are past presidents of the North Carolina Land Title Association, and Coman is also a past director of the Mortgage Banker Association of the Carolina.

Robert P. Cianciulli has been promoted to senior vice president at American Title Insurance Company. **Scott Pierce** has joined ATIC as southwest region agency director, Dallas, Texas.

Fidelity National Title Agency, Inc., has promoted the following people to assistant vice president: **Steve M. Dodrill**, **Kevin D.**



Pittman



Coman



Cianciulli



Pierce

Coming In Title News

Vintage Year in Michigan



Michigan Land Title Association President David F. Upton takes understandable pride in the Vidal Blanc Demi-Sec of his Tabor Hill Vineyard, which has been selected as a wine of this year's Michigan Sesquicentennial. The president of Southwestern Michigan Abstract and Title Company, St. Joseph, hosts a tour of his winery facilities in a locale that is favorably compared with the Rhine wines region of Germany.

Marketing for Managers

Four experienced land title executives share their thoughts and experiences on marketing, advertising and public relations from the manager's viewpoint, and look at the subject from the perspective of smaller, middle size, and larger market areas.

1987 Mid-Year Convention

The 1987 ALTA Mid-Year Convention in Albuquerque was a memorable event of many dimensions. Photographic coverage captures the atmosphere of this informative and enjoyable gathering.

This—and much more—in the September–October issue!

French, Jay Posey, Sally Reichardt, Lillian M. Salazar, Tucson, Arizona. **Lonnie J. Hutchison** has joined Fidelity as senior title officer, Tucson.

William J. Hanemann, Jr., has joined Fidelity National Title Agency, Inc., as a title officer.

American Realty Title Company has announced these recent additions: **Mike Harlor**, branch manager, Grove City, Ohio; and **Thomas P. Gorcoff**, sales and marketing representative, Akron, Ohio.

Sandra E. Bertulis has been promoted to branch manager at Industrial Valley Title Insurance Company Media, Pennsylvania.

Continental Title Insurance Company, a wholly-owned subsidiary of Industrial Valley Title, announces the appointment of **Michael D. Varbalow** to its board of directors. CTIC also has promoted **Sharon L. Smith** to branch manager, Vineland, New Jersey.

Phar Lap Purchases Industrial Valley Title

Phar Lap Ltd. has announced its purchase of Industrial Valley Title Insurance Company and its subsidiaries from Fidelcor, Inc. Phar Lap is a holding company formed by a group of investors headed by James J. Mooney, president, and Richard A. Welder, president and executive vice president, respectively, of Industrial Valley.

LTNC Announces New Office in North Raleigh

Lawyers Title of North Carolina has announced the opening of an office in north Raleigh. Alice B. Murdock is assistant vice president and manager of the office.

WOODEN—continued from page 51

the very moment at hand can possibly have some influence on the future. We hope it will be an influence that will be a positive influence, but it depends largely upon ourselves and how we accept that situation. We must not become satisfied with doing well—you can always do better—and you never stay at the top. If you think you're going to stay there, you'll go down rather quickly. You can't accept it. You've got to work hard to stay at or near the top, and not get satisfied with yourself in any way. You have to be mindful of what the poet said in a poem called "God's Hall of Fame":

*This crowd on earth will soon forget
The heroes of the past;
They cheer like mad until you fall,
And that's how long you last.*

*But God, he never does forget,
And in his Hall of Fame,
By just believing in His son,
Inscribed you find your name.*

*I tell you friends, I would not trade
My name, however small,
Inscribed up there beyond the stars,
In that celestial hall.*

*For any famous name on earth,
Or glory that they share;
I'd rather be an unknown here,
And have my name up there.*

Calendar of Meetings

July 9-11

Utah Land Title Association
Sun Valley Resort
Sun Valley, Idaho

July 16-18

Michigan Land Title Association
Grand Hotel
Mackinac Island, Michigan

August 6-8

Montana Land Title Association (joint)
Wyoming Land Title Association
The Outlaw Inn
Kalispell, Montana

August 6-9

Idaho Land Title Association
Sun Valley Resort
Sun Valley, Idaho

August 6-9

North Carolina Land Title Association
Shell Island Resort
Wrightsville Beach, North Carolina

August 13-15

Minnesota Land Title Association
Holiday Inn
Bemidji, Minnesota

August 27-30

Kansas Land Title Association
Marriott Hotel
Overland Park, Kansas

August 30-September 2

New York State Land Title Association
Hotel Hershey and Country Club
Hershey, Pennsylvania

September 10-13

Missouri Land Title Association
Kansas City Marriott
Kansas City, Missouri

September 13-15

Ohio Land Title Association
Quail Hollow Resort
Painesville, Ohio

September 17

ALTA Regional Seminar
Westin Hotel
Boston, Massachusetts

September 17-18

Wisconsin Land Title Association
The Landmark
Door County, Wisconsin

September 17-19

North Dakota Land Title Association
Airport International Inn
Williston, North Dakota

September 23-26

Dixie Land Title Association
Royal Orleans Hotel
New Orleans, Louisiana

September 26-29

Indiana Land Title Association
Holiday Inn at Union Station
Indianapolis, Indiana

September 30-October 2

Nebraska Land Title Association
Ramada Inn
Kearney, Nebraska

October 2-3

ALTA Regional Seminar
Little America Hotel
Salt Lake City, Utah

October 18-21

ALTA Annual Convention
Westin Hotel
Seattle, Washington

October 18-21

Washington Land Title Association
Westin Hotel
Seattle, Washington

November 12-14

Arizona Land Title Association
Doubletree Inn
Scottsdale, Arizona

November 15-18

Florida Land Title Association
Hilton at Walt Disney World Village
Orlando, Florida

December 2

Louisiana Land Title Association
Westin Canal Place
New Orleans, Louisiana

1988

January 18

ALTA Board of Governors
The Breakers
Palm Beach, Florida

March 11-13

ALTA Mid-Year Convention
The Westin La Paloma
Tucson, Arizona

October 16-19

ALTA Annual Convention
Toronto Hilton Harbour Castle
Toronto, Canada

1989

January 9

ALTA Board of Governors
Desert Springs Resort
Palm Springs, California

April 5-7

ALTA Mid-Year Convention
The Mayflower-A Stouffer Hotel
Washington, D.C.

October 15-18

ALTA Annual Convention
Hyatt Regency Embarcadero Center
San Francisco, California

Look to Landata to FOCUS on the Future

Announcing DOS-Based Software!

Here's an Eye Opener

Findings from a recent market study conducted by Landata, Inc. indicate that smaller title plants and title offices relying on DOS-based computer systems want the increased productivity of *fully automated* title processing.

So, we're giving it to them! Now Landata software packages are available for DOS-based computers.

We've converted our software products to FOCUS, a fourth-generation programming language from Information Builders, Inc. and the choice of an increasing number of firms among the Fortune Service 500.

With its relational database and portability to other hardware, FOCUS allows Landata software to run on DOS-based personal computers as well as minis and mainframes.

FOCUS from Coast to Coast

Everyone knows title processing differs from state to state. That's why Landata designed *flexible* comprehensive software packages which can be used efficiently in *any state* in the U.S.

And with FOCUS's report writing capabilities, you can create your own reports from data stored in your system.

FOCUS on these Landata software packages now available for DOS-based computers:

- AIM — Automated Information Management System
Four *fully integrated* systems automate the processing of title insurance
- Title Plant System
Records, indexes, and stores information related to real estate transactions.
- DEEDS System
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Look to Landata to FOCUS on the future.

Who knows? Your increased productivity *could* lead to greater profits. Caribbean vacations. Sun-drenched beaches.

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