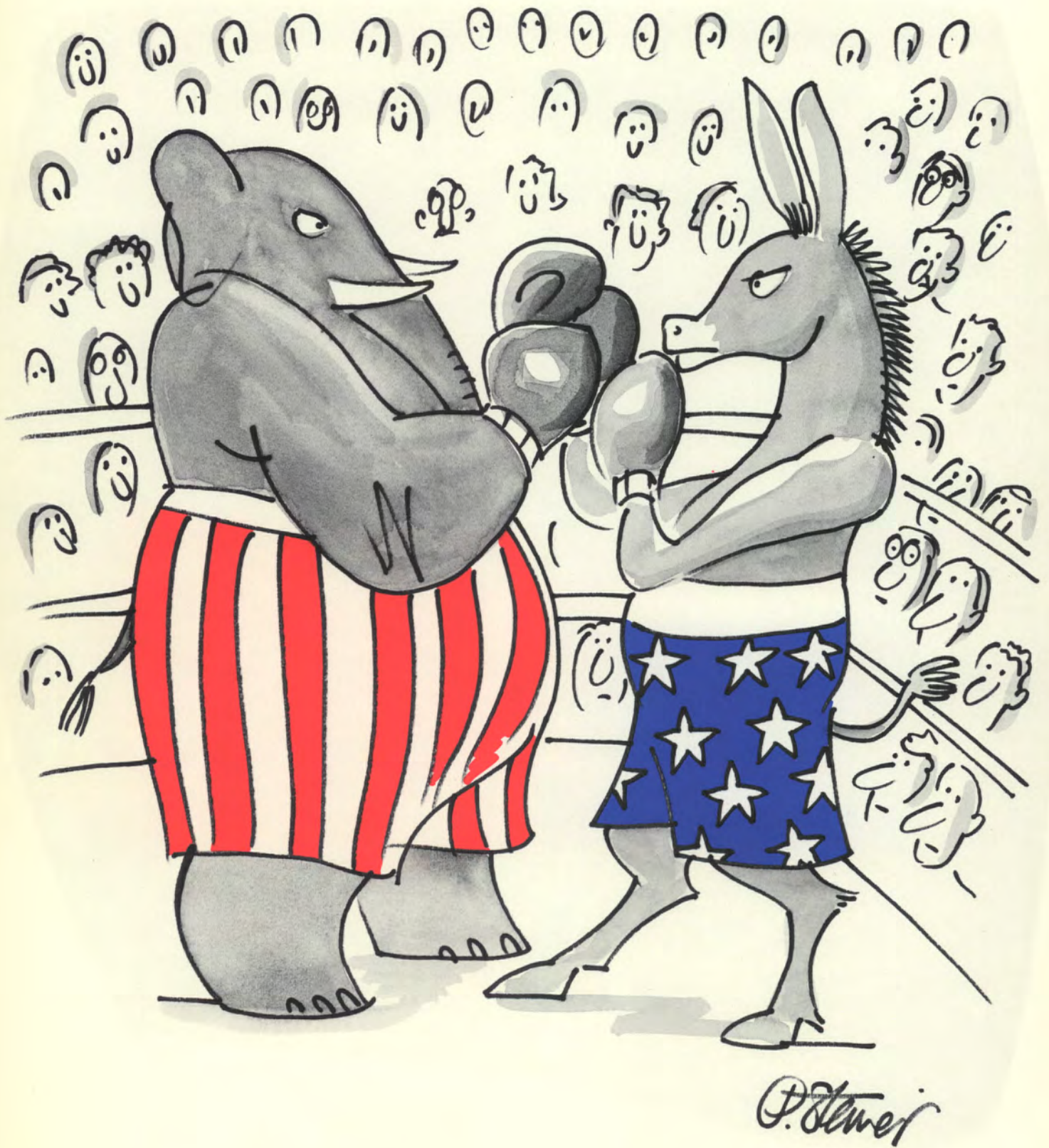


TITLE News

SEPTEMBER • OCTOBER 1988



The Championship Fight Of The Year: The Republicans vs. The Democrats For The Presidential Title—See Story On Page 5

Follow the road ...



to the most complete title services and systems.

TRW's wide range of services gives you the solutions to your title office needs. From automated title plant indexes and on-line real estate property tax records to systems like Genesis that perform all your office functions, TRW has a family of products and services from which to choose.

Whether your company is large or small, we have the resources you

need to increase your productivity, efficiency, and profitability. You can depend on us for quick and convenient access to property information, along with the continued support you need.

We offer the most complete title industry services available. It all adds up to enhanced growth for you and quality service for your customers.

Give us a call and let us provide you with the solutions you're looking for in performing all your office functions.

TRW

Real Estate Information Services
714.385.2100

Volume 67, Number 4

Managing Editor: Adina Conn

Cover Illustration by Peter Steiner, depicts the battle for the Presidency between the Democrats and Republicans. Mr. Steiner is a freelance illustrator and cartoonist whose work appears regularly in **Title News** as well as a variety of other publications, including **The New Yorker** and **The Washington Times**.

FEATURES

-
- 5 Up Close And Personal: The Insiders' Views Of The 1988 Election**
In this **Title News** exclusive, four prominent figures: Paul Duke, moderator, **Washington Week In Review**; Douglas Kiker, **NBC News** correspondent; Norman Ornstein, resident scholar, American Enterprise Institute; and Federal Election Commissioner Lee Ann Elliott—all authorities in national politics, speak candidly about the forthcoming election.
-
- 11 Parental Leave: The Small Business Impact**
By David K. Rehr
Does the future of parental leave affect you as an employer or as an employee? Then read the latest breaking news on one of businesses' most controversial issues.
-
- 12 What Will Be The Future of Employee Benefits?**
By Carson E. Beadle
A New York consultant from a leading firm, speaks about employee benefits and the problems employers must face with this issue.
-
- 14 Cincinnati Site For ALTA Fall Seminar**
By Pat Berman
Learn the facts and information on ALTA's upcoming education seminar—and what you can do to enroll now!
-
- 18 The Art Of Developing An Education Program**
By Bayard H. Waterbury, III, William J. McAuliffe, jr.
Read how two ambitious individuals implemented an education program for their state Association, and how they've made it work.
-

DEPARTMENTS

- 3 A Message From The President-Elect**
20 Names In The News
22 Around The Nation
26 New ALTA Members
30 Calendar Of Meetings

Maximize your profits!



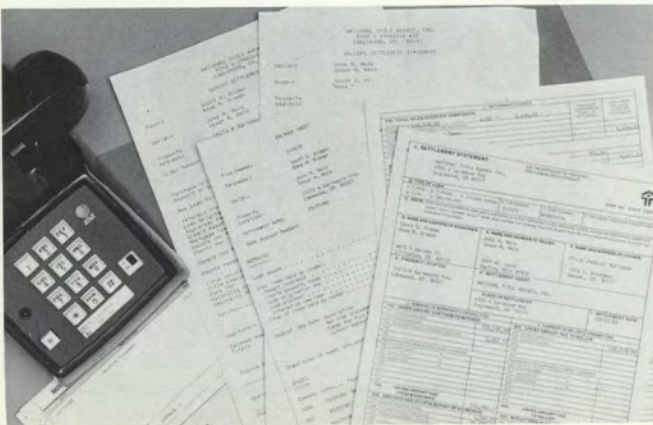
The bottom line says it all.

If your current computer system isn't making money for you in terms of reduced errors, expanded services and significantly increased output, you're wasting money.

Speed and accuracy give you the edge.

Today's technology is simply faster than it was a few years ago. Genesis lets you process information 2 to 4 times faster than systems just a few years old.

That means you can do twice the work in half the time. And that is why most Genesis systems are purchased to replace other computer systems.



Genesis is a product of TRW Real Estate Information Services.

Only Genesis can make it happen.

You can complete work in seconds that previously took hours. Genesis lets you search 400,000 records in 3 to 5 seconds — all cross referenced, all accurately filed. Genesis will transform your entire operation into a profit center with —

- 13 state-of-the-art title programs,
- Flexible forms generation,
- Automatic integration and transfer of data,
- User defined calculations,
- Integrated accounting,
- Guaranteed results, and much more.

Prove it to yourself.

Join us for a hands-on demonstration at the ALTA convention in Toronto. And see how easy it is to put Genesis to work for you.

Call today for information or demonstration. In Colorado at (303) 220-8288 or outside Colorado at (800) 525-8526.

Genesis

An investment you can count on

TRW



ASSOCIATION OFFICERS

President

Marvin C. Bowling, Jr., Lawyers Title Insurance Corporation, Richmond, Virginia

President-Elect

Charles O. Hon, III, The Title Guaranty & Trust Co. of Chattanooga, Chattanooga, Tennessee

Chairman, Finance Committee

Richard A. Cecchetti, Title Insurance Company of Minnesota, Minneapolis, Minnesota

Treasurer

David R. Porter, Transamerica Title Insurance Company, Los Angeles, California

Chairman, Abstracters and Title Insurance Agents Section

Bill Thurman, Gracy Title Co., Austin, Texas

Chairman, Title Insurance Underwriters Section

Richard P. Toft, Chicago Title Insurance Company, Chicago, Illinois

Section Representatives,

Board of Governors

Joseph D. Gottwald, California Counties Title Company, South Pasadena, California

Thomas A. Griffin, Mid-South Title Insurance Corporation, Memphis, Tennessee

Parker S. Kennedy, First American Title Insurance Company, Santa Ana, California

Herbert Wender, Commonwealth Land Title Insurance Company, Philadelphia, Pennsylvania

Immediate Past President

John R. Cathey, The Bryan County Abstract Company, Durant, Oklahoma

ASSOCIATION STAFF

General Counsel

James R. Maher

Vice President—Public Affairs

Gary L. Garrity

Director of Research

Richard W. McCarthy

Director of Government Relations

Robin E. Keeney

Vice President—Administration

David R. McLaughlin

Director of Education And Membership Services

Patricia L. Berman

Director of Meetings And Conferences

Lynn D. Wilkinson

MESSAGE FROM THE PRESIDENT-ELECT



One of my first official functions as upcoming president of ALTA was to make committee appointments. While in Washington working with staff, I was struck by several facts worthy of comment.

The first and most important was that our membership is made up of some of the greatest people around. We have some incredibly sharp folks within our industry. That within itself, however, is not so unusual. What makes our association different from most is that so many of its members unselfishly make their time and talents available for the betterment of the whole industry, and at considerable financial and personal costs to themselves. Their contribution to our industry is made with no expectation of financial reward and many times their contribution is received without any recognition. To those people, "We salute you," and ask that you continue to step forward when asked.

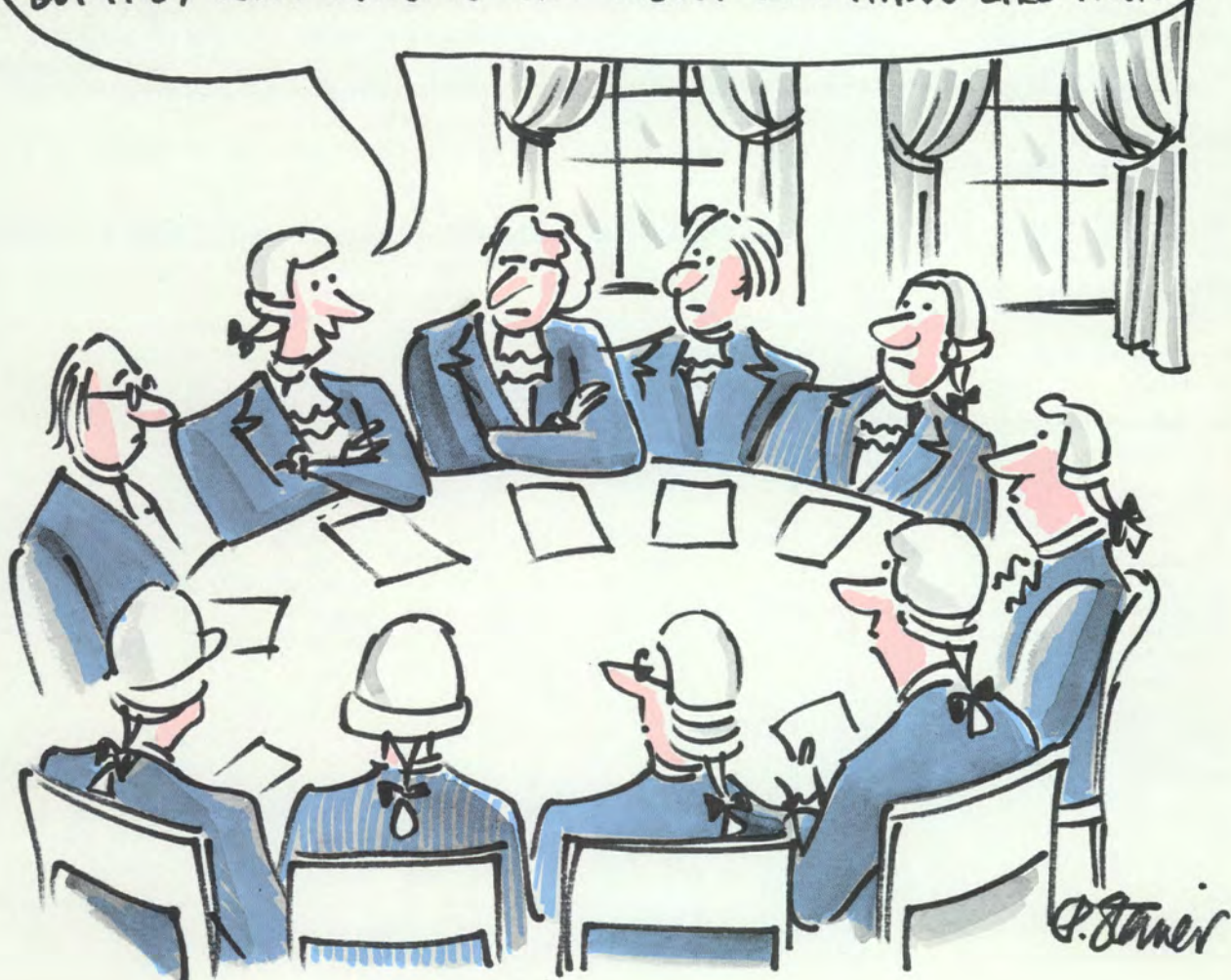
I also was reminded that we have an outstanding staff in Washington. As I spend more time with staff and get to know them better, I am more impressed with their competence and their desire to do the job in a professional manner. A brief overview of staff coordinated improvements, some subtle and some not so subtle, would include: the new and drastically improved format for this magazine; the recently enlarged scope of the Education Committee and the upcoming move of the Land Title Institute to Washington; the work of staff and the Errors and Omissions Committee, culminating in the formation of Title Industry Assurance Company to service Active and Associate members' E and O insurance needs; our recent successes in dealing with national legislative and regulatory bodies; our enhanced public image; and last, but not least, the fantastic conventions of recent times. We have been able to achieve those and many other successes with our present staff. When our members see ALTA staff at conventions, a word of thanks and a pat on the back are definitely in order.

One thing dawned on me that makes me very apprehensive: I shall soon be called upon to lead this great membership and great staff. I feel as though I am not ready. The feeling I have is akin to a student issued a final exam on his first day of class. Past presidents have been kind in assuring me they too experienced similar feelings and anxieties of inadequacy or unpreparedness. They reminded me that it is only with the help of staff, board members, committee chairmen and the membership as a whole that the jobs were completed. I am comforted by their words and their offering of aid and advice, but I am most secure in the knowledge that together we can fill the shoes of those who have preceded me.

A handwritten signature in cursive script that reads "Charles O. Hon, III".

Charles O. Hon, III

HOW ABOUT SOMETHING LIKE THIS: THE PRESIDENT IS ELECTED EVERY FOUR YEARS, BUT THE CAMPAIGN BEGINS TWO YEARS BEFORE THE ELECTION, AND ALL THE CANDIDATES SPEND MILLIONS ON ADVERTISING AND THEN THE STATES HOLD PRIMARIES IF THEY WANT TO, WHICH, IF THEY DO IT RIGHT, GETS THEM TIME ON TELEVISION, WHATEVER THAT IS, AND AT THE END YOU HAVE TWO CANDIDATES AND A LOT OF BITTER LOSERS, AND THE TWO CANDIDATES PICK VICE PRESIDENTIAL CANDIDATES WHO ARE THEIR OPPOSITES AND WHO THEY HOPE WILL GET ALL THE VOTES THEY CAN'T GET. THEN THEY HAVE DEBATES AND ATTACK EACH OTHER'S POSITIONS WHILE CONCEALING THEIR OWN, AND THE VOTERS PICK ONE OF THESE GUYS BASED ON INCOMPLETE AND MISLEADING INFORMATION, BUT MOSTLY ON WHETHER THEY AGREE WITH WHAT THEY THINK THEY STAND FOR. BUT ONLY THE FIRST 300 VOTES COUNT BECAUSE A T. V. NETWORK, WHATEVER THAT IS, ASKS THEM WHO THEY VOTED FOR AND ANNOUNCES WHO WON. BUT THEN THESE GUYS CALLED THE ELECTORAL COLLEGE VOTE, AND THEY'RE SUPPOSED TO VOTE THE WAY THEIR STATE DID, BUT THEY DON'T HAVE TO. HOW ABOUT SOMETHING LIKE THAT?



Up Close And Personal: The Insiders' Views Of The 1988 Election

Introduction by Adina Conn

Throughout history, the federal elections have been a prized competition, where only the fittest have emerged triumphant from the ring.

This year's presidential race has seen an amalgamation of the old with the new, the sublime with the ridiculous, with campaign committees such as, "God's Children Committee," or "The Society for the Prevention of Cruelty to Voters." And, for the first time in years, the nation has witnessed a remarkable variation in its slate of presidential candidates—ranging from noted Church leaders such as the Reverends Jesse Jackson and Pat Robertson, to those of more extreme political persuasion such as Lyndon LaRouche.

From now until the second Tuesday in November, the public will anxiously await a winner; a champion of the Presidential fight. For the presidential elections have become, in this country, a spectator sport—whereby the audience sits perched in their living room chairs, privy to the glitz, pomp, disappointments, and verbal bloodbaths that seem to accompany the national election.

This year, however, more and more people are contending that the drama and suspense have been depleted from the primaries and the entire nominating process of electing presidential candidates. Others, feel the race maintains its role as the nation's most vivid political extravaganza.

Now, with both party conventions over, the excitement, fervor and drama of November 8 draws nearer. Tensions mount and tempers blaze as political analysts and pollsters fervently work themselves into a frenetic frenzy over who will emerge as the victor in this year's presidential election.

To add to the volatility—unlike the past three elections, this year's race has proven to be a fight to the finish; with both candidates ready and fully able to go the distance. The reasons for this have become points of interest to everyone.

This year, some 4000 delegates congregated at the Democratic convention in Atlanta. For the first time, unprecedented in years, the Democrats, with a certain bounce to their step and lilt to their voices, marched to the tune of "Happy Days Are Here Again." At last, after years of party unrest and disorganization, the Democrats emerged once again, determined to overtake America's most coveted fortress seized by the Republicans so long ago; the White House.

Despite certain unities reached on economic concern, the two parties still voice passionate differences on social issues. The questions of fiscal responsibility, and reduction of the federal deficit remain crucial topics for this year's candidates. As the public demands more activism from its two leading contenders, controversial social issues such as mandated health care, employee benefits, strategic defense spending, and abortion are forcing Governor Dukakis and Vice President Bush to air their priorities.

And, with the fight as close as it appears to be, this year's presidential race leaves no room for swiss cheese platforms from either candidate or party. With this in mind, this series of articles was gathered from four noted and respected Washington journalists, scholars and authorities—all expertly versed in national politics. The following are the insiders' thoughts and opinions on this year's election.

Political Conventions: The Extravaganza Under The Big Top

Paul Duke

It is fashionable these days to condemn political conventions as dinosaurs whose time has slowly ebbed into dull formality.

The pundits scoff at the lack of brawling and old fashioned suspense while the television networks steadily cut back their daily coverage.

Strangely, the more successful a convention, the more likely it is to be roasted by the critics. July's Democratic gathering in Atlanta is a good case in point. It undoubtedly was the party's most successful and well-managed convention since 1960, yet many press accounts suggested it was more of an extravagant exercise in tedium than anything.

I demur.

The conventions may no longer be the great showcases of drama, crazy circuses and outrageous spectacles they once were,

but they remain an important part of our heritage—what Will Rogers once called "the Fourth of July of American politics." Over the years they have served as a kind of national kaleidoscope through which we can peer at ourselves to observe the country's changing character. As William Jennings Bryan put it, they provide "a photograph of the nation."

Today, in this media-conscious age of television, conventions have largely become coronations—Michael Dukakis in Atlanta, George Bush in New Orleans. As each party strives to put forward its best-organized face, the real contest for the presidential nominations has switched to the state primaries.

This does not mean, however, that conventions have lost their meaning or their place. To the contrary, in some ways they are *more* important because they function as a gigantic revival meeting, bringing together the party's saints and sinners and all the other competitive and disparate elements under one big tent. In this setting, the party faithful renew old acquaintances and make new ones; socialize and cheer up (or commiserate with) one another, and reestablish the common bond essential to going forth into the fall campaign. There still is nothing like it in world politics.

It should be remembered, too, that the convention process often provides us with some important and revealing glimpses of the candidates and their parties. Thus, John Kennedy's nomination at Los Angeles in 1960 told us that a new, younger generation of leaders was ready to take command of the Democratic party. Similarly, the 1968 Democratic convention in Chicago conveyed a sense of deep division over the Vietnam war. The smoothly-run Republican meeting in Detroit in 1980 not only gave Ronald Reagan a splendid sendoff into the fall fray, but signaled the arrival of GOP conservatives at the brink of power.

The first convention was held in 1831 by the anti-Mason party. At times they would go on for a week or longer; the 1924 Democratic convention lasted three weeks because of a deadlock that developed between the forces of Al Smith and William G. McAdoo. It finally ended with a compromise choice, Wall Street lawyer John W. Davis, who was nominated on the 103rd ballot.

Interestingly, there have been only three drafts of candidates: James Garfield in 1880, Charles Evans Hughes in 1916 and Adlai Stevenson in 1952.

Television, of course, has streamlined modern convention proceedings. Speakers now make their addresses more to the back-home audience than the delegates assembled in the hall. This year

there was only one nominating speech for Dukakis in Atlanta; in 1936, there were 56 seconding speeches for Franklin Roosevelt.

Actually, television got its first true baptism of fire in covering the raucous Republican conclave in San Francisco in 1964. On that occasion, John Chancellor became the first man in history to broadcast his own arrest after being hustled out of the arena for disobeying an order to clear the aisles. As he disappeared from the screen, the NBC reporter kept up a running chatter, telling viewers, "This is John Chancellor—somewhere in custody. . ."

Nothing that rambunctious happens anymore. Even so, conventions remain a great American tradition—and are still fun for those of us who attend them.



*The author is senior correspondent for public television in Washington, D.C., and moderator of **Washington Week In Review**—winner of the coveted DuPont-Columbia Award as television's outstanding public affairs program. Since joining PBS in 1974, the author anchored numerous documentaries and special reports such as the House Judiciary Committee's impeachment hearings, leading to Richard Nixon's resignation. He will also address the ALTA's TIPAC members next month, at the Association's Annual Convention.*

Presidential Elections: The Roar of the Greasepaint And Smell of the Crowd

By Adina Conn



Kiker

Among the scores of journalists observing this year's presidential election is Douglas Kiker, former White House correspondent. Kiker is one of the nation's best known and most widely respected television news correspondents. As an **NBC News** correspondent, Kiker has covered every national political convention since 1964.

He has authored numerous magazine articles as well as several novels, including the recently released **Death At The Cut**.

Kiker has addressed Association members at the 1988 Mid-Year Convention, Tucson.

Here in an exclusive **Title News** interview, the author and Peabody Award winner speaks candidly about the myths and realities behind the Presidential elections, and the role the media plays in them.

How has the character of presidential conventions changed over the past 25 years?

In the old days, you had nominating ballots at the conventions. That was the first time people really knew how much strength the candidate possessed. Today, the nominating ballot is just performance.

The conventions are a mixture of television and politics—at least they were this year to some extent. I think this will be the last big televised convention, because it no longer carries elements of suspense and drama. The nomination has really been made in the primaries. And now they're trying to stay on the air for two hours—that's a damn hard thing to do. I think all three networks did a good job in the televising of the convention, but they had nothing to talk about.

Conventions serve their purpose in many ways, but they no longer serve

television's purposes. With respect to television, the way the conventions initially came together was interesting. It was a drama, it was suspense involving highly vocal human beings. Well, they're still highly vocal human beings, but the suspense is gone.

How has television coverage of the conventions changed?

Media coverage has changed in a thousand different ways. Today, we can cover the news faster. You can take a picture in Omaha, pop it up in the air, and bring it down and edit it in Washington in just a matter of minutes after the incident occurred.

The technology of television is still changing. But the virtues of good reporting and good judgment have remained a constant.

It is said most reporters are more liberal than the candidates they cover. In the 1976 election, a poll was taken that found 80% of the media to be more liberal than Carter. Do you think this indicates a bias in reporting?

Well, I don't know. The American press is such a conglomerate of different meanings and lifestyles. They range from the person who puts the ink in the xerox machine, to Sam Donaldson, who makes \$2 million a year.

What you're really talking about is television coverage. I don't know anyone in my business who sets out to angle the news to favor a Democrat. I assume that millions of conservative people think we do. The truth is, we don't. If anyone's gotten a fair shake in the past 10 years, it has to be Ronald Reagan. But even today, reporters who are extreme right-wing conservatives think reporters are out to get Ronald Reagan. Reporters have been as awed of Reagan's political power as have the members of Congress. And, they have also been bemused by his great charm as a human being.

I think the average person must come to the conclusion that we are more or less down the middle. We're human beings; Americans with a right to vote just like anybody else. But I think television coverage, on the whole, is pretty good. We don't favor incumbents too much, as is the case, perhaps, with many local stations or local newspapers. We at the networks play it pretty well. It's almost a holy tradition in news with networks not to play favorites.

Which was your favorite keynote speech?

Ann Richards gave a keynote speech which was absolutely marvelous at this year's Democratic National Convention.

A keynote speech is supposed to serve its purpose—it's supposed to help the party get elected. A presidential campaign is nothing less than an attempt to take over the power of the country—it's a revolution. The party's out for power—immense power. It's people trying to take over power, people trying to grab a hold of it.

The rare job in Richards' keynote speech was to welcome the return of the "Reagan Democrats" to the party—the white voters, the conservative voters, and the moderates who deserted the party in the prior elections. In the last election, 18% of the Democrats abandoned the party and voted for Reagan. The Democrats must now get those voters back for the November election. That was Ann Richards' job. She was there to say, "We're all in this together—from the white Southerners in Mississippi, as well as all the Italian voters in Queens. We want you all to come back and vote the way your fathers did."

In that respect, hers was a marvelous keynote address. She spoke directly to those the party needs, and appealed to them. That speech would really rank high on my list of speeches. Keynote speeches aren't supposed to be works of art. Nor are they supposed to be grand flowery oratories. They are supposed to be the candidate's launching pads.

You mentioned the return of the Reagan Democrats. What will it take to get them back?

I think this election hinges on the turnaround of the white middle-class voter. You've got to change 9% of the votes in order to elect a Democrat as President. I think the big issue is the widening gap between the rich and the poor. The gap has widened between the two classes; you've increased health care costs, college education, home mortgage payments, etc. It now takes two wage earners in one family to pay for this.

The average American believes he still has a stake in this country's

future. This is not going to be an election based on crime, race or war. It's going to be an election based on continuing prosperity. The one who can convince people that "I'm going to take care of all this, and I'm going to give you a chance to lead a decent life," will win this election.

Have the candidates' efforts to fuzz issues to build coalitions resulted in a softening of their stance on vital issues?

Certainly. But that's apt to change, because eventually, every presidential campaign comes down to one or two big dramatic issues and all the rest are forgotten.

“A presidential campaign is nothing less than an attempt to take over the power of the country—it's a revolution. The party's out for power—immense power. It's people trying to take over power, people trying to grab a hold of it.”

How powerful are the polls?

It depends on the pollster and what sort of questions are asked. I don't think polls change opinions. I don't think exit polls or network polls change the results of an election. Early calls have an influence on some

continued on page 24

Everything Old Is New Again

Norman Ornstein

The 1988 election is developing parallels—striking, almost eerie parallels—with the election of 1960.

Start with the institutional context: 1960, like 1988, was an election shaped by the 22nd Amendment to the Constitution—the amendment, implemented in the 1950s, that limits presidents to two full terms. Indeed, 1960 and 1988 have been the *only* elections in which the 22nd Amendment has been a factor.

Now consider the presidencies leading up to the two elections. Dwight Eisenhower was an amiable, highly popular president, known for his low energy level and his habit of delegating extraordinary amounts of decision-making authority to his subordinates. He was elected and reelected in landslides, and, despite the ups and downs of his eight years in the White House, he remained consistently popular with the American people. Democrats were particularly frustrated by Ike's ability to have all the bad news and mistakes blamed on his aides and Cabinet members, while all the good news accrued to his benefit. DuPont recently celebrated the 50th anniversary of Teflon; if pundits had been sharper 30 years ago, Ike would clearly have been tagged the first "Teflon president."

Consider these additional elements. Despite Eisenhower's great

personal popularity, the GOP gains in Congress in Ike's first election in 1952 did not stick. As he prepared to leave office at age 69, Ike was still popular, but, like Reagan, facing comfortable Democratic majorities in both houses of Congress. Moreover, despite the good feeling about Eisenhower and America among voters as the 1960 election approached, Ike's low (and declining) energy level left voters with a sense of restlessness—a desire for a shot of adrenaline in the presidency and the country. The same sentiment exists today.

A Number of Other Parallels

There are other 1960-1988 parallels:

- The foreign-policy scandal: As the 1960 election approached, there was a foreign-policy scandal: The President and his administration had lied to the American public about U-2 flights over Soviet territory, were found out and had to admit it. True, the U-2 incident was not as sweeping as Iran/contra, and it did not trigger a White House commission, a congressional investigation or a special prosecutor. But it did scuttle a Soviet-American summit, and it raised questions about the GOP administration that clearly put it on the defensive.

- The domestic scandal: In the 1960 election cycle, a close aide to the President was caught using his high office in return for favors. The resulting publicity about White House Chief of Staff Sherman Adams and his vicuna coat resulted in Adams' resignation, much to the dismay of the President. The Adams affair was followed by payola charges against the chairman of the Federal

Communications Commission and conflict-of-interest charges against the chairman of the Interstate Commerce Commission. Both men resigned under pressure. As we await the sentencing of Lyn Nofsinger, the appeal of Michael Deaver and the outcome of the umpteenth independent counsel investigation of former Attorney General Edwin Meese III, it is interesting to contemplate the parallels.

- The economic jolt: In 1960, we experienced a mini-recession—a temporary dip in the economy that did not deeply damage or directly threaten longer-term economic growth or stability, but that did shake up the economy and consumers enough to create a climate of nervousness as the election loomed. “Black Monday” revisited?

- A new Soviet leader: In the final period of the Eisenhower presidency, the United States faced a new Soviet leader, markedly different from his predecessors, a reformer who pledged to transform Soviet society, the Soviet economy and the Soviet role in the world. One important question for the campaign: How would the new president deal with Nikita Khrushchev? Substitute Mikhail Gorbachev for Nikita Khrushchev, and you describe 1988.

- The communist regime in our hemisphere: A small country close to America’s borders, transformed from a rightist, authoritarian regime into a communist dictatorship: What would the United States do to stop the spread of communism and to deal with this incipient threat? Then it was Cuba; now it is Nicaragua.

- The candidates and parties: In 1960, the Republican Party was caught between the desires for continuity and change. Eight years of presidential success made the GOP wonder whether to run by promising more of the same—in other words, offering a small-footed candidate to fill Ike’s giant shoes—or to opt for a candidate promising to take the country in a different direction.

The choice was complicated by dissatisfaction and disillusionment on the party’s right wing over Eisenhower’s nonconfrontational centrism; moreover, the party was distracted by the nudges and murmurs of a charismatic New York governor who hinted broadly, for months, that he might run. Nelson Rockefeller played cat and mouse with journalists and politicians alike—provoking New York Times columnist James Reston to call his moves a classic case of running for president without running.

Ultimately, of course, the GOP opted for continuity by choosing the logical successor, Vice President Richard Nixon.

GOP Opting for Continuity

In 1988, many on the Republican Party’s right wing are bitter and disillusioned at Ronald Reagan for selling out to the Soviets on the INF treaty and kowtowing to the Democratic Congress. Nonetheless, staunch conservatives failed to unite behind a candidate of their own who would outreach Reagan. Faced with a choice between continuity (two candidates this time, the vice president and the Senate GOP leader) and four candidates of

continued on page 24

The author is resident scholar at the American Enterprise Institute for Public Policy Research in Washington, D.C. He is author and editor of dozens of books and monographs. He is also an election consultant to CBS News, a contributor to CBS Morning News, and a political analyst for the MacNeil Lehrer Newshour. Norman Ornstein addressed TIPAC Trustees at their annual meeting in February, 1988, Washington, D.C.

Financing the Presidential Campaigns— Your Tax Dollars and Private Contributions At Work

Commissioner Lee Ann Elliott

Now that the conventions are over and both major political parties have nominated their candidates for President of the United States, the major political news will focus on the fall presidential campaigns. While the public may learn the candidate’s positions on the issues, they unfortunately may not be aware of the rules governing the upcoming general election campaign or the important role the Federal Election Commission plays in enforcing these rules. For example, how would you answer this question?

Which of the following groups can contribute to the general election presidential campaigns of Governor Dukakis or Vice President George Bush?

- Corporations or Unions?
- Political Action Committees?
- State Party Committees?

The candidate?
The candidate’s spouse and children?
Registered voters?
Answer: None of the above.

Believe it or not, the general election campaigns of the two major party candidates are totally financed by the U.S. taxpayer. No other contributions can be accepted. The taxpayer money comes from the Presidential Election Campaign Fund created by the one dollar checkoff on the IRS tax form. This year, Vice President Bush and Governor Dukakis each received 46.1 million dollars for their general election campaign from the U.S. Treasury and have sworn to spend no more than this amount during the

continued on page 27



The author is the Federal Election Commissioner, and the 1984 chairperson of the FEC. Commissioner Elliott has also served on the Boards of Directors of Political Consultants and the Chicago Area Public Affairs Group, of which she was president. She was a member of the Public Affairs Committee of the United States Chamber of Commerce. In 1979, the National Association of Manufacturers presented her with the Award for Excellence in Serving Corporate Public Affairs. Commissioner Elliott has also spoken before TIPAC Trustees in Washington, D.C.

ONE GOOD REASON your E&O rates may be too high

Expensive legal fees don't have to inflate the cost of handling abstractor-title insurance agent errors and omissions insurance claims. Lawyers who are unfamiliar with the title business can push up an insurer's bill while learning, thus making more likely the possibility of an increase in your E&O rates.

Title Industry Assurance Company (TIAC) claims are handled the sensible way—by attorneys who are well acquainted with title evidencing. This improves cost control while keeping rates competitive.

TIAC, organized through the American Land Title Association, provides E&O coverage for ALTA Active and Associate members. Exclusively. Besides expert and cost effective claims handling, there's no multi-line coverage for you to worry about—where unfavorable loss experience by another, higher risk group can mean a substantial rate increase for those in the same E&O family.

TIAC protection is designed to remain available—even when market conditions are poor and competitors disappear. Through TIAC, an important answer has been developed for the E&O availability-affordability problem that has troubled title professionals for years.

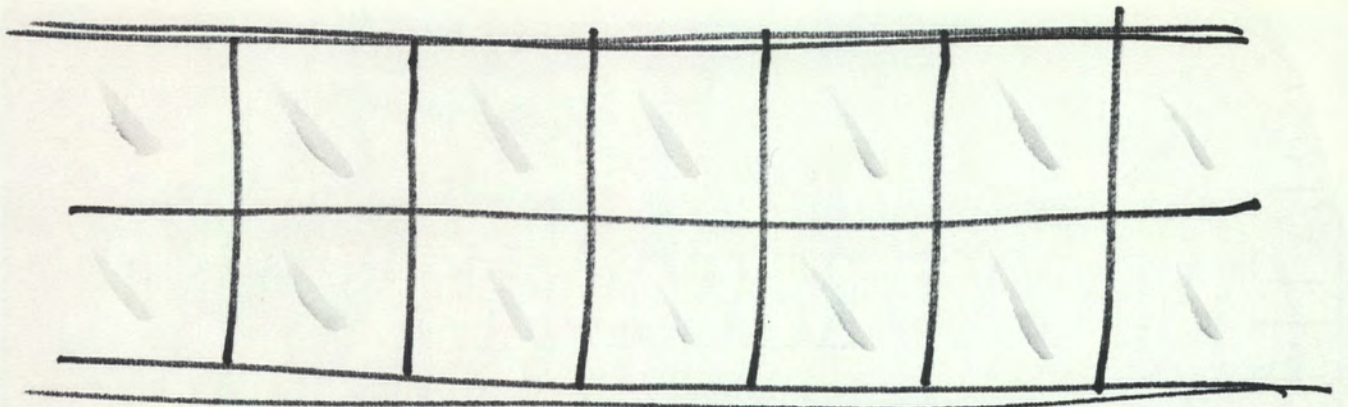
Give TIAC a call and review your E&O needs with our underwriting manager. When the bottom line is at stake, it's worth discussing.



TITLE INDUSTRY ASSURANCE COMPANY
A Risk Retention Group

Two Wisconsin Circle
Chevy Chase, MD 20815-7003
Telephone 1-301-951-5470





Parental Leave: The Small-Business Impact

Introduction by Adina Conn

By David K. Rehr

Over the past few years, it seems as though there has been a giant stork swooping down upon small businesses, hitting them en masse. As the number of pregnant women expands in the workplace, the purse-strings of their employers seem to be tightening.

Until recently, many companies could ignore the issues raised by people requesting time off from the job to start a family. But today, more and more women are taking maternity leave. This worries employers tremendously, placing a heavy burden upon them financially—especially as more and more corporations feel the pressure to provide parents with family-care benefits.

Today, a bill on parental leave which has become a lightning rod before Congress, has raised numerous questions regarding family-care benefits—whether it be the birth of a child, or the time off from work needed to care for children.

The following article deals with the major problems which plague today's employers over the issue of parental leave, and what you, as a small business owner, should know about the issue.

Families and small businesses go hand-in-hand. A major share of the small businesses in America today draw on familial bonds for employees or financial backing or both. While today's fast-moving business world has bypassed the "Mom and Pop" store stereotypical enterprise, the family still ranks high as a breeding ground for entrepreneurial activity and job creation.

Thus, many small businesses are inextricably linked to personal relationships and are therefore naturally concerned about family issues. But when it comes to business operations, these entrepreneurs draw a sharp distinction between voluntary social action and government mandates.

Today there is a major effort underway in Congress to force business owners to provide family-oriented benefits for employees, especially parental and medical leaves. Small-business owners, needless to say, are unhappy about the idea.

After a false start, supporters in Congress are now pushing a bill, authored by Reps. Marge Roukema, R-N.J., and William Clay, D-Mo., that is designed to quiet small-business owners by initially exempting employers with fewer than 50 workers. But the measure has a clause that lowers the threshold after a three-year period to cover firms with more than 35 employees.

This bill carries with it both long- and short-term implications for those in the title industry. With respect to short-term consequences, government in effect is becoming a collective bargaining agent for workers. Such action is unprecedented in America, and

will reduce firm flexibility and entrepreneurial opportunity for title company employers.

On a long-term scale, the bill will directly effect title insurance companies due to the vast labor intensive efforts and operations.

Many small-business owners fear that if this parental leave bill passes, it will be just a matter of time until Congress, in standard fashion, will want to expand the measure to include all employers. Once that is gained, federal lawmakers will begin the push to make firms offer paid leave.

Even if Congress were to stick to these exemption levels, the legislation erects an obstacle before business owners who want to hire their 36th worker. The cost of the extra person would be prohibitive and would discourage new job creation.

Sponsors of parental leave say that because this benefit is unpaid it won't cost employers much. The only cost, they claim, is benefits for the employee on leave and salary and benefits for the temporary employee. They quote a recent Government Accounting Office study showing the cost of parental leave to be much less than business groups project.

But GAO was pushed to do a rush job on this report. The study surveyed only 80 small businesses of the more than 15 million in the U.S. Some researchers question the validity of the study because of its size and because those 80 firms studied were all in only two cities, Charleston, S.C. and Detroit, Mich.—one a military-industrial area, the other an auto manufacturing center—not exactly centers of small-business activity. Further, the study assumes no hiring and training costs and excludes the cost of unemployment compensation, for which temporary employees would be eligible in 35 states, using GAO's "average" leave time.

Many members of the National Federation of Independent Business believe new parents and sick employees should have leave and they offer this benefit to their workers—often with full pay. A

continued on page 23

*The author is assistant director for the Federal Governmental Relations, House, for the National Federation of Independent Business (NFIB). Besides serving as NFIB's chief House lobbyist, the author is also responsible for Banking and Insurance Issues. He was also on the professional staff of the House Small Business Committee. David Rehr has been a contributing source to **Title News**, as well as a past speaker to the Association at the 1988 TIPAC Trustee meeting, Washington, D.C.*

What Will Be the Future Of Employee Benefits?

Are you a business owner or even an employee concerned about the future of your work benefits? If so, then read ahead to learn about the serious nature of an impending situation that may lie ahead for you, and what you can do to stay ahead of the game.

Carson E. Beadle

Employee benefits—a field that only a few years ago was exciting in its promise of increasing income security for the employees of our nation, has now become an area of growing concern, affecting individuals and businesses nationwide. Today, with government becoming increasingly intrusive in benefits, costs are rising dramatically and communicating benefits has become ever more difficult.

As a result, the following shifts are very likely to occur in employee benefits:

- Retrenchment in employer-sponsored plans
- Government mandating of private plans and a growing conflict with flexible plans
- Government control over benefits and the providers of benefit services
- More government stimulated rigidity in benefits and growing conflict with flexible plans
- Increased provision of benefits by government
- And, possibly, a national health plan.

The current forecast is a far cry from the private sector initiatives of the recent past (including the addition of dental plans, new vision care programs, legal assistance programs, and flexible working hours with benefits to match), and may seem rather radical. If, however, the events of the last three or four years are studied in the context of the current political climate and the legislative process, this forecast becomes more believable than not.

Over the past few years, the following convergence of events has conspired to create our present situation. First, employers, prodded by substantial union demands and competition for employees, adopted more and broader benefit plans.

Double digit inflation then drew off compensation dollars into the cash component of compensation and employers began to hold the line on benefit improvements. At

this time, certain legislators and key staffers developed the view that benefits represented a tax dodge—one that particularly benefited the higher paid. Next, legislators began to feel pressured to provide income security and, in particular, health benefits for the millions of Americans with inadequate or no coverage.

Employers, confronted with dramatic increases in their own funds, began shifting costs to employees or cutting back on benefits, such as health insurance. Huge budget deficits then focused attention on benefits as a major source of tax revenue reduction due to the deductibility of benefits' costs.

Together, all these have helped change private sector attitudes in meeting the income security needs of their employees from concern and rapid growth in benefits to caution and retrenchment lest employers lose the controls they need to stay competitive.

Some of the legislation passed was drafted in haste, and failed to recognize the problems it would create for employers. The results have been:

- Adverse selection resulting from the extended benefit provision under Consolidated Omnibus Budget Reconciliation Act (COBRA), adding to employers costs.
- Substantially increased administration to meet compliance requirements such as those under Section 89 and the 401(k) plan discrimination tests, and COBRA.
- Additional cost and effort needed to communicate these changes to employees.
- Changed pension funding requirements under OBRA '87.

These new and proposed costs, coupled with government's effort to reduce the tax favoring of employee benefits (which until now has encouraged employers and employees alike to provide for their own income security), provide us with the ingredients for a major shift in thinking on who is responsible for the income security of the

continued on page 31



Carson E. Beadle is managing director of William M. Mercer Meidinger Hansen, Incorporated, New York, N.Y. He is responsible for Washington relations. The author draws on over 30 years experience in benefits in both Canada and the U.S.A.

18 YEARS OF TITLE COMPANY BANKING SERVICES FROM COMMERCIAL CENTER BANK

- ◆ Strong financial institution with solid experience in the delivery of title services.
- ◆ Statewide California network staffed by informed and innovative teams.
- ◆ Cash management services to maximize efficiency of your title business.

LOOK TO US FOR FULL SERVICE TITLE BANKING
The Bank for title professionals.



Commercial Center Bank

Serving you from San Diego, San Jose, Santa Ana and Walnut Creek.
Call toll free 800-833-8638

Cincinnati Site For ALTA Fall Seminar

Pat Berman

Members of the ALTA Education Committee have developed a one-day Regional Seminar targeted for land title owners and managers in abstractor, agency and underwriter operations after consultation with industry leaders from Ohio and surrounding states.

The site for the only Fall, 1988, ALTA Seminar will be the Westin Cincinnati Hotel at Fountain Square in downtown Cincinnati, Ohio, on Thursday, November 10, 1988. Committee members have cancelled plans for a September seminar in Chicago, due to conflicting affiliated title association educational programs.

The Cincinnati meeting will open with an introduction by Cara L. Detring, chairperson of the ALTA Education Committee, and vice president, The St. Francois County Abstract Company, Farmington, Missouri.

The first subject, entitled "Legal Issues Involving Hazardous Substances," will be

presented by Lawrence E. Kaplan, Esquire, of Rackemann, Sawyer & Brewster, Boston, Massachusetts. Following will be a session on "Red Flags of Forgery and Other Claims Problems" with Walter S. Fortney, Esquire, Law, Snakard & Gambill, of Fort Worth, Texas. Fortney was a guest speaker at both the April Seattle and Denver ALTA Regional Seminars. He is a regular lecturer at Texas Land Title Association educational events.

Oscar H. Beasley, senior vice president and senior title counsel, First American Title Insurance Company, Santa Ana, California, will first update participants on changes in ALTA title insurance forms, and then will discuss the "Ins and Outs of Underwriting." Beasley currently serves as chairman of the ALTA Title Insurance Forms Committee. Barbara G. Blitz, vice president and regional counsel, Chicago Title Insurance Company, Fairfax, Virginia, will complete the program with a claims presentation.

Registration for the seminar is \$70 for members and \$110 for non-members (price does not include meal or lodging expenses). Registration checks made payable to the Association may be sent to ALTA Director of Education and Membership Services Patricia Berman in the Association's headquarters office, 1828 L Street, N.W., Suite 705, Washington, D. C. 20036.

ALTA has reserved a block of sleeping rooms (\$79 single/double) for the night of November 9. Reservations may be confirmed and extended as desired by calling the Westin Cincinnati at 513-621-7700, and identifying as part of the ALTA group. The Westin will release all rooms not confirmed by October 26. For participants who fly into Greater Cincinnati International Airport, the shuttle to the hotel is \$7 one way or \$13 round trip. Nearby city parking is \$6 per day; hotel valet parking is \$10 for the day.

ALTA Regional Seminar Cincinnati, Ohio

Thursday, November 10, 1988

8:30 a.m.	Registration
9:00 a.m.	Opening Remarks Cara L. Detring
9:05 a.m.	Legal Issues Involving Hazardous Substances Lawrence E. Kaplan
10:15 a.m.	Break
10:30 a.m.	Red Flags of Forgery and Other Claims Problems Walter S. Fortney
11:30 a.m.	Update on ALTA Form Changes Oscar H. Beasley
12:00 noon	Lunch Break
1:15 p.m.	Ins and Outs of Underwriting Oscar H. Beasley
2:45 p.m.	Presentation on Claims Barbara G. Blitz
4:15 p.m.	Wrap Up
4:30 p.m.	Adjourn for Cash Bar Reception

The author is ALTA director of Education and Membership Services. Prior to her current position at the Association, the author worked in an administrative capacity at Mars, Incorporated.

TITLE FAC

ERRORS AND OMISSIONS INSURANCE SPECIALISTS

Serving the Title and Insurance Professions Since 1948

- Title Searchers • Abstracters
- Title Insurance Agents
- Escrow Agents/Closers • Title Examiners • Settlement Clerks
- Premium cost reduced to reasonable levels
- Prior acts coverage available in most cases • Prompt premium indications
- Broad coverage • 35 years title expertise • Professional claim service

Representing

- Home Insurance Cos. • Lexington Co. • National Union Fire Co.
- Lloyd's of London • Evanston Insurance Co. • Landmark Insurance Co.

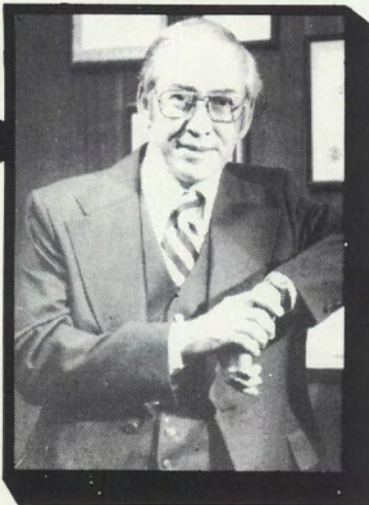
Contact us directly for prompt service

TOLL FREE NUMBER

1-800-331-9759

Except Oklahoma

FAX (918) 683-6842



R. "Joe" Cantrell, CPIA

**RC
J
CANTRELL
AGENCY**

P.O. Box 857
2108 N. Country Club Road
Muskogee, OK 74402
918/683-0166



"There's hardly anything in the world that some men cannot make a little worse and sell a little cheaper, and the people who consider price only are this man's lawful prey."

— John Ruskin (1819-1900)

"A title agent for title people"

NOW PLAYING ON YOUR

The Newest Versions of Your Long-Standing Favorites

...Livelier
...Faster
...Jazzier!

Sometimes when you consider the classics, you tend to think of sameness, forgetting what a fresh treatment can do.

Because Sulcus Land Title programs have been around so long – and playing so successfully – some people don't know that today's versions are a lot livelier than the originals.

Keeping in tune with the times keeps Sulcus programs in the forefront of meeting our customers' increasingly more complex, shifting, and growing needs.

For example, the recent changes in the HUD-1 form gave rise to several major enhancements in our Settlement/Disclosure program. It now features WYSIWYG



The Solution Professionals

We Turn Problems Into Profit™

COMPUTER OR OURS:

(What You See Is What You Get); you can view the actual, completed settlement form on screen exactly as it will print. We incorporated 1099 reporting and then developed a separate 1099 Reporting program for your *other* IRS accountability requirements.

But that's just one — by no means all — of the latest in our continual enhancement efforts (see the accompanying box). Each of our software application programs has undergone revisions of varying extent and degree to make them what they are today.

You Just Have to Push the Buttons.

If you can work a juke box, you can work any of Sulcus's land title programs. They're that easy. These programs work singly or in concert. At the touch of a button, you move information from one to another. At the touch of a button, you can view your completed form

on the screen. At the touch of a button, your paperwork will fairly sing from the printer. We call that ease Sulcusizing. Sulcusizing is simplifying.

It Plays on Your Machine or Ours.

Originally, Sulcus sold only turnkey systems in which the customer got everything from us. That's what it took in those days when people weren't familiar enough with the new technology. Many of our customers still prefer the turnkey approach. So we provide it all — hardware, software, training, and ongoing support.

But today, you can also get the software alone, to run on your existing computer. The only requirements are that your system runs PC DOS and, for some software programs, that you have a hard drive.

Here Are The Latest Renditions.

Changes in our programs fall into three categories: A minor adjustment or fine tuning, a more substantial operational improvement, and a major advance in capabilities.

Our version numbers reflect the changes: the first digit signifies major advances; the next, an operational improvement; the last set, fine tuning. For example, as you see in the chart, the sixth major revision of Settlement/Disclosure has had five operational improvements and eight fine tuning adjustments made to it.

This chart shows the current revisions of each of our land title programs.

Program	Revision Number
Settlement/Disclosure	6.5.08
Forms Generation	3.9.09
Escrow Accounting	6.1.01
Regulation Z	6.4.07
Indexing	3.6.06
1099 Reporting	1.0.01
Amortization	5.4.02
Turbotract	2.2.03
Word Processing	3.1.00
MIRS	6.2.00

For more information on any or all of these exciting programs, call The Solution Professionals toll-free 1-800-245-7900 (in Pennsylvania, 412-836-2000).



Sulcus Tower
Greensburg, PA 15601
412-836-2000

Publicly Traded on NASDAQ; Symbol: SULC

The Art of Developing An Education Program

Thinking of starting an education program within your Association? Then read two members' views of how they ambitiously launched a comprehensive education program for their Association's membership and the key ingredients they used to make it work.

**Bayard H. Waterbury III,
William J. McAuliffe, jr.**

In the Fall of 1987, the Maryland Land Title Association (MLTA) began the ambitious undertaking of developing a comprehensive education program for the Association's membership. With backing from the MLTA Board of Directors, the Association's Education Committee began its vast project.

The Committee, comprised of abstracters, agents and underwriters, submitted a proposal to the Board for a long-term educational program. Plans included seminars and college level courses. The seminars, running one to two days, will offer, primarily, current information on legislation, developments in underwriting and forms, and lending, settlement and courthouse procedures. In contrast, the three to four semester college courses will provide information on every nuance of abstracting, examining, and underwriting. MLTA will kick off with its first seminar this Fall.

Plans for even more in-depth study were formed toward the establishment of a professional designation of Certified Land Title Professional (CLTP). The proposed certificate would be awarded to individuals who fulfill its requirements, with 5 to 10 years of experience in the title business, completion of Association sponsored or sanctioned coursework, and sitting for an examination.

In late Winter '87, the Committee was informed that Maryland Legislature had recently passed a law requiring all insurance agents to obtain a minimum of 16 hours of continuing education to qualify for their bi-annual license renewal. Thus, the Committee, in conjunction with the MLTA Board, set out to develop a course to comply with the regulations issued by the Insurance Commissioner relating to this law, as well as to qualify as a continuing education course for Realtors and to attract attorneys and lenders.

After agonizing over topics and a pro-

gram plan, the Committee contacted many highly qualified and respected members of the title industry from Maryland and surrounding areas. The majority of those asked to speak accepted.

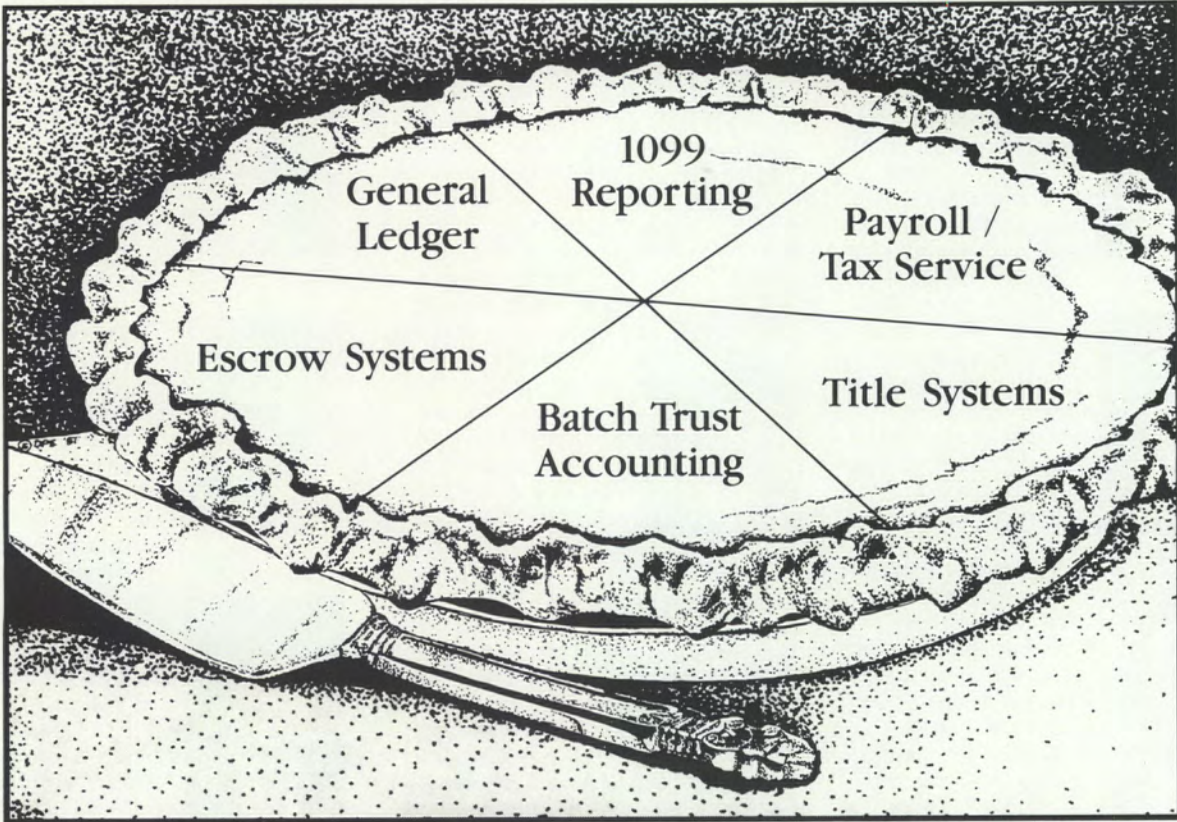
The September and November seminars will be held in the Washington and Baltimore areas. The latter seminar, scheduled for November 11-12 at the Catonsville Community College, Catonsville, Maryland, marks a historic relationship for the MLTA, as the school has been a cornerstone in Realtor continuing education for many years. Catonsville Community College is aiding the MLTA in its attempt to qualify the seminar for real estate continuing education credit. In addition, the College has begun discussions with the Committee regarding its long-term program and has indicated a strong interest in making the MLTA program a part of its real estate curriculum.

Late this Fall, after completion of the analysis of the success of the seminars, the Committee will press forward with its planning for long-term courses geared toward a professional designation program to begin in the Fall of 1989. With assistance of the Pennsylvania Land Title Association and its affiliated Pennsylvania Land Title Institute (PLTI), the Committee will develop Maryland course material. Since PLTI has many years of experience in title education, offering both classroom and correspondence courses, MLTA hopes to finalize a licensing agreement with PLTI in the near future to convert and use certain PLTI courses in Maryland.

It has become MLTA's goal to make education one of the principal services it offers its members on a long-term basis. It is through hard work and diligent efforts that the Maryland Land Title Association hopes to make its education program an informative, enjoyable and profitable experience for all involved.

*Bayard H. Waterbury III, is founder and president of Montgomery Abstract Associates, Rockville, Maryland. He is the author of **Maryland Title Searchers Handbook**, and an instructor of title abstracting at various universities in the Washington area. He is also a founding member of the MLTA, and has served on its Board of Directors since 1983. He is also chairman of MLTA's Education Committee.*

William J. McAuliffe, jr., Co-author is the agency representative for Chicago Title Insurance Company of Maryland. He was also executive vice president for 18 years for the ALTA, where he served as secretary-treasurer of the ALTA's Group Insurance Trust. In addition, he was secretary of the ALTA's Land Title Institute, Inc.



No Matter How You Slice It

Whether it's batch processing or stand alone fully integrated documentation systems, FPS knows how to do it. Call the leader in new technology and good old-fashioned Service.

FPS

The Full Service Company.

Financial Processing Systems
1801 Parkcourt Place, Building "A"
Santa Ana, California 92701
714/953-8681

NAMES IN THE NEWS



Tuliszewski

Commonwealth Land Title Insurance Company has named **Larry S. Tuliszewski** vice president and Philadelphia main office manager. Tuliszewski will be responsible for managing and marketing title insurance services in Philadelphia and for supervising the daily operations of the Philadelphia office.

The following individuals have received promotions at Commonwealth:

David J. Holl, vice president, Philadelphia, PA; **John F. Welling**, vice president, New York City, NY; **Douglas A. Nichols**, vice president and Fairfax, Virginia branch manager; **John Cruz**, assistant vice president and branch counsel, New York City; **Paul M.**

Barbato, vice president-regional claims counsel, Orlando, FL; **George E. McCarty Jr.**, assistant vice president, Philadelphia; **Florence M.**

Rozycki, assistant vice president, Philadelphia; **Stephen M. Conroy**, assistant vice president and general auditor, Philadelphia; **Robert Rulli**, assistant vice president, Hartford, CT; **Peter deWolf Smith**, assistant vice president, Philadelphia; **Eileen T. Brady**, closing officer and assistant agency manager, Philadelphia; **Stephanie J.**

McKay, branch manager, appointed to Longmont planning and zoning commission, CO.

Title Insurance Company of Minnesota (Minnesota Title) has announced the election of **Frank L. Fulton**, associate counsel—Western Region, to the additional office of assistant vice president, Foster City, CA. Minnesota Title is also pleased to announce the following promotions:



Rumsey

William J. Rumsey, vice president, western regional counsel, Foster City, CA; **Carrie Franklin**, Milwaukee national accounts executive, Milwaukee, WI; **Karen L. Butler**, national account executive, Hennepin/Ramsey, MN; **Mark A. Fell**, Connecticut agency representative, Stamford.

Norman E. Evilsizer, vice president and Wisconsin state manager, Minnesota Title, and **Peter Roe**, president, Badger Abstract and Title Corporation, Madison, have announced the acquisition of Badger Abstract by Minnesota Title.

The following individuals have received appointments at Lawyers Title Insurance Corporation: **Patrick J. Egan**, vice president—Michigan state manager, Troy; **Janice E. Carpi**, associate counsel, Richmond, VA; **Bruce G. Wood**, senior corporate financial analyst, Richmond, VA; **Matej**

Roesmann, branch counsel, Cleveland, OH; **Charles L. Decker**, Florida director of agency relations, Orlando; **David W. Modine**, Connecticut state sales manager, Waterbury; **Charles E. Brodeur, Jr.**, branch manager, Lansing, MI; **Cynthia M. Bragg**, branch manager, Hartford, CT; **Dale E. Puhl**, branch manager, Las Vegas, NV; and **Floretta H. Hipp**, assistant branch manager, Orlando, FL.

Lawyers Title announces the retirement of **John H. Brenner**, vice president—Michigan state manager. He was assigned to the company's Michigan state office in 1968, and was named chief escrow officer and assistant vice-president later that year. In 1977, he was elected vice-presi-



Puhl



Brenner



Memmer

dent—Michigan state manager in 1984. He is a life member of the Michigan Land Title Association. He is also a member of the Michigan Mortgage Bankers Association, the Detroit board of Realtors, and the Delta Theta Phi law fraternity.

Title USA names **Joyce Langenegger** as legal counsel for the Dallas and Denver offices, reporting to the company's general counsel in New York City.

Jackson and Campbell, P.C., a Washington, D.C. law firm, announced the appointment of **Donald N. Memmer** to the firm's title insurance practice group. **Memmer** recently retired as vice president and general claims counsel of Chicago Title Insurance Company. He was recently an active member of the Forms Committee of the ALTA, and is an active member of the Title Insurance Committee and Real Property Litigation Committee of the American Bar Association Real Property, Probate and Trust Section.

First American Title Insurance Company announces the promotion of three regional vice presidents, according to President and Chief Executive Officer D.P. Kennedy: **Robert Bannon**, directing operations in Connecticut and Rhode Island; **Michael F. Frederick, Jr.**, overseer of operations in the states of Maine, Massachusetts, New Hampshire and Vermont. **Mark D. Stevenson** has also been promoted to vice president-state manager of Vermont for First American.

Marilyn Dodge has been promoted to branch manager of Land Mark Title Inc.'s Concord office; NH.



Nichols



McCarty



Rozycki



Conroy



Rulli



Franklin



Butler



Carpi



Wood



Bragg

*Now's The Time—
Order Your*

ALTA Promotional Folders

Designed for easy insertion in No. 10 envelopes . . .
concisely informative in attractive, two-color printing



Protecting Your Interest in Real Estate

Written at the home buyer level to reach the widest range of public interest. Explains why safeguarding against land title problems is essential, includes a basic discussion of how title insurance works, presents concise summaries of title hazards actually experienced, and points out that ALTA members are widely respected for their expertise. \$30.00 per 100 copies



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?

For those needing a lively, high-impact piece of promotional literature. In quick-read text, the folder makes it clear that title hazards are a sobering reality—and emphasizes the importance of owner's title insurance for home buyers. Reminds that home ownership is a major investment that can be protected by the services of ALTA member abstracters, agents and title insurers. \$14.00 per 100 copies

*Send checks made payable to the Association to
American Land Title Association, Suite 705, 1828 L
Street, N.W., Washington, DC 20036. You will be
billed later for postage.*



Dodge

American Realty Title Assurance Company announces the appointment of **Crystal Davis** as ARTA's lender representative, Columbus, OH. **Sally Reichardt**, assistant vice president and senior escrow officer for Fidelity National Title Agency, Inc., has taken over the responsibilities of manager of the firm's roadway Proper office, Tucson, AZ.

Wyoming Valley Abstract Co., an agency of Chicago Title Insurance Company, servicing greater Wilkes-Barre, appoints new Manager/Marketing Director, **Carol Lee Hodges**, Wyoming Valley, PA.



Hodges



Scott

Chicago Title Insurance Company announces the elections of **Walter D. Scott** to the combined board of directors of Chicago Title and Trust Co., and Chicago Title Insurance Company and of **Edward Q. McCarthy**, vice president, and corporate marketing director, Chi-



Allocca

cago, IL. Chicago Title also announces the following promotions: **Michael A. Allocca**, resident vice president and New York National Business Unit manager, Manhattan, N.Y.; **Nancy R. Castro**, assistant escrow officer, Chicago; **Irene Cualoping**, assistant title officer, Chicago; **Steven Day**, title officer, Providence, R.I.; **Katheryn M. Farrell**, assistant vice president and branch manager, Kennewick, WA; **Richard Freedman**, assistant title officer, Chicago; **Regina Gholston**, assistant escrow officer, Chicago; **Gina Gannelli**, assistant title officer, Chicago; **Phillip Goodchild**, title operations officer, Chicago; **Carolyn J. Meno**, assistant title officer, Chicago; **Becky Neeley**, assistant vice president and branch manager, Bellingham, WA; **David Nelson**, title officer, Chicago; **Carolyn Neuert**, office counsel,



Ross

Chicago; **Peter Petersen**, title operations officer, Chicago; **Ari Rosenthal**, assistant counsel, Chicago; **Curtiss C. Ross**, assistant vice president, Cleveland; **Mary Schmuttenmaer**, office counsel, Chicago; **Lou Sefick**, general claims counsel; Chicago; **Jeffrey A. Selcho**, assistant vice president, Ritzville, WA.; **Ronald L. Skraban**, Florida state manager, West Palm Beach; **John Walsh**, title operations officer, Chicago; **Ronald Dock**, regional advisory title officer, Boise, ID; **Darlene Blair**, assistant secretary and remains advisory title officer, Stockton, CA; **Shirley Hunt**, assistant vice president, Fresno, CA; **Michael A. McMurry**, assistant secretary and remains advisory title officer, Stockton, CA; **Luke Morley**, vice president, San Francisco, CA; and **Jack West**, assistant vice president, Pasadena, CA.



Sefick



Skraban

AROUND THE NATION

Bill Bozeman, vice president and state manager for Tigor Title Insurance Company, Nashville, was elected president of the Tennessee Land Title Association at their annual meeting in Gatlinburg. **Garvin Holland**, counsel with First American Title Insurance Company of the Mid-West in Memphis, was elected vice-president, and **Pamela L. Zimmerman**, assistant vice president and Tennessee state agency manager of Commonwealth Land Title Insurance Company in Nashville, was appointed secretary/treasurer. New Directors elected for two-year terms were **Rocky Morris**, Title Guaranty &

Trust, Chattanooga, and **Mark Turner**, Chicago Title Insurance, Nashville.

Robert J. Wilson, Jr., First American Title Insurance Company, recently became the second recipient of the Mary C. Feindt Award, presented for dedicated service, by the Michigan Land Title Association, during Michigan's annual convention. In addition, the following individual's were installed as the Board of Directors for the MLTA for the coming year: President **Gary L. Oppen**, Transamerica Title Insurance Company; Vice President **Sylvia Sanders**, Otsego County Abstract Company; Secretary **J. Bushnell Nielsen**, Tigor Title Insurance Co.; Treasurer **John G. Benford**, Isabella County Abstract Company; and Directors: **Gerard K. Knorr**, First American; **Theodore A. Caris**, Newaygo County Abstract and Title Co, and **Edward H. Marsilje**, The Title Office, Inc.

The Pennsylvania Land Title Association announced the election of its new officers at its recent 67th Annual Meeting: President **Albert Gibboni**, Title USA Insurance Corporation of New York; Vice President **Sam Musser**, Conestoga Title Insurance Company, and Treasurer **William Cotter**, TA Title Insurance Company. The following individuals were also honored at PLTA's recent convention, for their years of service and dedication to the title industry: **Michael J. Fromhold**, vice president and senior associate counsel for Tigor Title Insurance Company, Valley Forge, designated Certified Land Title Professional; **William W. Rice III**, recipient of the Distinguished Service Award; and, **Kenneth C. Sorensen**, American Title Insurance Company, Bryn Mawr, received the professional designation of "Associate Land Title Professional."

PARENTAL LEAVE

continued from page 11

1985 NFIB field survey indicates that three-fourths of small-business owners offer parental leave benefits. However, here's where small-business owners draw the line—financially and philosophically. They and their employees want the freedom to negotiate benefits rather than be told by the government which benefits they should offer.

By mandating parental leave, Congress not only denies business owners the flexibility to negotiate, but it forces the thousands of new and existing business owners to the financial brink. Their choice? They cannot offer both the extra benefits and those imposed on them by the government, thus they must either eliminate some existing benefits or cut salaries—or worse—eliminate jobs.

Supporters of parental leave say that the U.S. should offer this benefit because most other industrialized nations do. They ignore the fact that Europe has had no net increase in jobs since 1975, while the U.S. has created millions of new positions.

The major share of all new jobs created in this nation today—70 to 80 percent—comes from the small-business sector, not the Fortune 500. Big business lost more than three million jobs between 1980-83. At a time when the President and Congress have widely acknowledged that our nation is teetering on the edge of losing its competitiveness, placing burdens such as mandated parental leave on our most productive and competitive economic resource—small business—is unwise.

A second major reason supporters say Congress should approve parental leave legislation is to encourage women to look for work and to keep them in the workforce. Again, parental leave supporters neglect facts. According to Labor Department statistics, the U.S. has a higher percentage of women in the workforce

than any European countries other than Sweden and Norway.

Further, the U.S. has a higher percentage of women in full-time vs. part-time jobs than any nation in Europe. NFIB believes there are more opportunities for women in this country because the U.S. doesn't artificially raise the cost of hiring them.

Simple logic and Europe's experience show that these kinds of mandates encourage employers to discriminate. Faced with mandated parental leave, a business owner choosing between two qualified candidates—one male, one female—will select the man. Many small firms simply can't afford to have one of four or five employees out for two-and-a-half months.

One of the most common types of fringe benefits offered by small businesses to their employees is health insurance and yet, more than one-third of small employers do not provide coverage, largely because of cost.

Small businesses expand benefit coverage as their profitability increases. They are forced to look carefully at the bottom line. Dictating a new benefit is more likely to reduce an employee's total benefits package, eliminate some key benefits such as health insurance or pension coverage, or worse, eliminate jobs.

Small-business owners are not anti-family. On the contrary, many firms are family-run firms. They know the value of recruiting and retaining productive employees. But, they are also realists who know that their operations can only sustain a certain level of government intervention.

Legislation that mandates such benefits as parental leave will devastate small businesses and destroy the very jobs advocates seek to protect. Congress should weigh the costs of such a measure very carefully before proceeding toward action on this bill. To enact such an ill-conceived law will almost certainly eliminate jobs, bankrupt companies and, in the long run, ensure the continued downhill slide of American national competitiveness.



EVERYONE'S A WINNER WITH TEN99RES

A complete Real Estate reporting package, TEN99RES complies with the new IRS 1099S requirements. For only \$249.95, you can put TEN99RES and your PC to work to:

- Prepare and edit your 1099S forms.
- Print on pre-printed forms or generate substitute forms using your Laser Jet or impact printer.
- Generate Magnetic Media for delivery to the IRS.
- Maintain Accountability Log for internal control of the 1099S preparation process.

FOOTHILL SOFTWARE SOLVES ALL YOUR 1099 AND W2 PREPARATION NEEDS with a complete line of FORMS TYPER software. FORMS TYPER features include magnetic media, laser printing, and Pro Forma data entry capabilities.



WRITE OR CALL TODAY FOR PRODUCT LITERATURE!

FOOTHILL SOFTWARE Corporation

P.O. Box 12487 • 3624 Foothill Boulevard • La Crescenta, CA 91214 • (818) 248-0164

KIKER

continued from page 7

local elections. Polls are, depending on who takes them, pretty accurate.

Do you think exit polling creates a bandwagon effect? Does this do more harm than good?

If this election is as close as I think it's going to be, no one will want to broadcast the exit poll. No network wants to be accused of influencing an election by calling an early winner.

There has been a glut—almost quadruple the ratio of reporters to delegates at this year's conventions. Are there too many reporters?

You notice an awful lot of reporting and writing about the excess of the media. This was done by those attending the convention. An awful lot of

“Elections are won on middle ground politics—always. People who don't want too much change—or those who want no change at all. That's how presidential elections are won and lost.”

those reporters are writing for specialized audiences. You have a vast number of organizations who want specialized reports—for foreign countries, for local newspapers and/or stations. The news is such that they can do that.

One of the gluts is caused by the fact that it takes more people to put a television spot on the air than it used to. It takes cameramen, editors, lighting and soundmen, writers, producers—all those people to do one

ORNSTEIN

continued from page 8

change, to varying degrees. Republicans have clearly opted for continuity.

What about the Democrats? In 1960, they were on the defensive as a party. After decades of electoral success, the party hit bottom soon after Harry Truman's remarkable 1948 come-from-behind victory over Thomas Dewey. Truman, by the early 1950s, had become an increasingly unpopular president. He limped out of office in 1952, after being trounced in the New Hampshire primary by upstart Estes Kefauver. Eisenhower's smashing victory over the Democrats' eventual 1952 choice, Adlai Stevenson, ushered in eight years of Republican rule. By 1960, a shell-shocked Democratic Party wanted badly to win and to present to the American public a new image of itself.

The party's nominee was a brash new figure on the national stage. John F. Kennedy, young, inexperienced and a Roman Catholic, represented a gamble for the Democrats. But the party rallied behind him, and he defeated Richard Nixon for the presidency in a cliffhanger.

Now consider 1988. The Democratic Party has suffered a lengthy string of presidential humiliations: 1968—Chicago, blood in the streets, Hubert Humphrey's loss to Richard Nixon; 1972—

little two-minute piece.

Conventions seem to have become a giant media service. I'm not too sure that's bad. The convention is supposed to be a time when the nation focuses on politics, and one of the ways you learn about what's going on is to hear what's happening at the conventions.

Most organizations see it as a matter of great prestige to have their reporters attending conventions.

Marshall McLuhan once said, "The media is the message," and later said, "The media is the massage." Respond to that in terms of this year's conventions.

I think television news reports make very little difference in turning out the vote. On the other hand, knowledge of a candidate does make a very great difference in deciding whether or not to vote for him, so that the whole thing adds up to a person making his decision on what he hears and reads. But what other way is there for an individual to decide which candidate to elect?

With FDR, JFK and Reagan, the public experienced three successful presidents who were also excellent orators. Is there a correlation between a sense of oratory and a good president?

A correlation between being a popular president, sure—but not necessarily being a good president. I don't think Reagan has been an especially good president—he spent too much time and money on the wrong things. But, he has helped to restore national morale, and he has been able to stir people in a way nobody has in years. In this sense, Reagan's great power is derived from the people.

Power to speak in public is a tool that every successful President ought to have. But that doesn't necessarily guarantee one the presidency.

Elections are won on middle ground politics—always. People who don't want too much change—or those who want no change at all. That's how presidential elections are won and lost. And they're won and lost in the big swing states—Ohio, Pennsylvania, Illinois, California, all the states where the vote is always close. People say every kook in the world has gone to California—right- and left-wing kooks. But California's great presence is that it has the world's largest middle class. And those are the people that will decide this election.

George McGovern, Tom Eagleton, one state and 39 percent of the popular vote; 1980—Jimmy Carter's 44-state pasting by Ronald Reagan; 1984—a 49-state loss to the popular Reagan by Walter Mondale.

Twenty-eight years after 1960, Democrats again sought a fresh face, a candidate who could make them feel good about the party—in essence, a JFK clone. Nearly all the candidates evoked Kennedy, to a greater or lesser degree. Consider the final three: Michael Dukakis, hailing from Kennedy's home state, summoning his name and themes frequently, adopting most of his relatives for the campaign; Jesse Jackson, invoking the Kennedy rhetoric and adopting JFK's strong appeal to younger and disadvantaged voters; Albert Gore, Jr., going Kennedy one better in youth and vigor, and Kennedyesque in his projection of America's role in the world.

In the end, of course, the Democrats nominated a JFK-type, a man whose inexperience in national politics is balanced by his freshness. And the Republicans settled on a Nixon-type candidate, circa 1960, emphasizing his experience and continuity with the departing president. Expect—as in 1960—a close election, dominated more by personalities than issues, with a small edge to the out-party. As the French say: “plus ca change, plus c'est la meme chose.” Or, as baseball's Yogi Berra would put it: It's deja vu all over again.

A TITLEPROFILE

Frank Card, President
with
Holly Keller, Vice President

Company: Professional Abstract Inc
Location: Central Pennsylvania
Executive: Frank Card, President
Underwriter: Lawyers Title
Education: Graduate Engineer from Rensselaer Polytechnic Institute
Favorites:
Authors: James Michener and Robert Ludlum
Recreation: Golf
Sport: College Football
Family: Wife, Hazel
Vacation Spot: South Carolina Shore
Computer System: TITLEPRO
Work Stations: 3



Comment: "This system helps us put in fewer hours and put out a better product. The bottom line is that Titlepro makes us more profitable."

TITLEPRO: The System of Preference for Independent Title Agents

Titlepro is a multi-user, multi-processor IBM-PC and PS/2 compatible computer system designed and developed by title people for title people.

Titlepro is modular, so you may select the modules you need, for your binder, policy and forms production; for closings, disbursements and escrow accounting; for indexing, scheduling; for task tracking, management reports, remittance reports, and more.

Titlepro saves time, because title information is entered just once, and used throughout the system without retyping.

Titlepro is fully IBM-PC/XT/AT and PS/2 compatible, and is provided on Novell Netware for the ultimate in multi-station performance.

Titlepro provides installation and training at your office, and courteous, dependable follow-up assistance.



1-800-221-8776

In Pennsylvania call 717-299-2100 FAX 717-293-8144

NEW ALTA MEMBERS

(The names listed in parentheses are recruiters who have now qualified for membership in the ALTA President's Club.)

ACTIVE

Arkansas

Dardanelle Abstract & Title Company, Inc., Dardanelle

California

Provident Title Company, Beverly Hills (Marvin C. Bowling, Jr., Lawyers Title Insurance Corp., Richmond, VA)

Colorado

Pikes Peak Title Service, Inc., Woodland Park (Marvin C. Bowling, Jr., Lawyers Title Insurance Corp., Richmond, VA)

District of Columbia

Land Research Group, Inc., Washington (Ted Rogers, The Security Title Corp., Baltimore, MD)

Florida

Big Lake Title Company, Okeechobee (J.H. "Skip" Boos, First American Title Ins. Co., Plantation, FL)

Caribbean Title Insurance, Inc., Miami (J.H. "Skip" Boos, First American Title Ins. Co., Plantation, FL)

Landmark Title Company, Inc., Coral Gables
Omni Title Corporation, Miami (J.H. "Skip" Boos, First American Title Ins. Co., Plantation, FL)

Security Title of Indian River, Inc., Vero Beach (J.H. "Skip" Boos, First American Title Ins. Co., Plantation, FL)

Stewart Title Company of Clearwater, Inc., Clearwater (Harold Hickman, Stewart Title Company of Tampa, Tampa, FL)

Title Services of West Florida, Inc., Pensacola (Joe Dennison, American Realty Title Assurance Company, Tampa, FL)

West Florida Title Company of Milton, Milton (J.H. "Skip" Boos, First American Title Ins. Co., Plantation, FL)

Georgia

Gwinnett Abstract Services, Inc., Snellville

Illinois

Standard Title Guaranty Company, Kankakee

Indiana

Conner Land Title, Inc., Noblesville (Merrill A. Check, Johnson County Land Title, Inc., Franklin, IN)

Michigan

Great Northern Title & Abstract, Inc., Marquette (Gordon Marcinak, Peninsula Title & Abstract Company, Crystal Falls, MI)

Wexford Title Company, Cadillac (Marvin C. Bowling, Jr., Lawyers Title Insurance Corp., Richmond, VA)

New Jersey

Accusearch Title Services, Inc., Hackensack (Steven K. Johnson, Ticor Title Insurance Company, New York, NY)

Beach Abstract Associates, Inc., Stone Harbor

New York

Abstract Reports, Ltd., Huntington (Robert "Ted" Dacey, Lawyers Title Insurance Corp., White Plains, NY)

Alliance Title Service, Inc. Manlius

Bay Land Title Agency, Inc., Brookhaven (Helen Powell, Commonwealth Land Title Ins. Co., New York, NY)

Owasco Abstract Corp., Auburn

Pentagon Abstract & Title Service Company, Syracuse (Susan Cornwell, Transamerica Title Insurance Services, New York, NY)

Placid Title Agency, Inc., Plattsburgh (Sharon Cohen, Lawyers Title Insurance Corp., White Plains, NY)

Rockwest Abstract, Ltd., New City (Clarence R. Castel, American Title Insurance Company, New York, NY and Harold F. Schwartz, First American Title Insurance Company of New York, Garden City, NY)

Title Associates, Inc., New York (Gary Cortellessa, Chicago Title Insurance Company, New York, NY)

Oklahoma

Sequoyah County Abstract & Title, Sallisaw

The Oklahoma City Abstract & Title Company, Oklahoma City

Pennsylvania

Lender's Service, Inc., Pittsburgh

Puerto Rico

Hato Rey Title Insurance Agency, Inc., Hato Rey (Eusebio Dardet de Cardenas, San Juan Abstract Company, Inc., Hato Rey, PR)

Virginia

Land Title Company, Richmond

Title Services of Virginia, Inc., Reston

Wisconsin

Bayfield County Abstract & Title Company, Washburn

Central Wisconsin Title, Wautoma (Rich Stopczynski, Lawyers Title Insurance Corp., Milwaukee, WI)

Robert A. Ross, Sturgeon Bay (Richard Oliver, Smith Abstract & Title, Inc., Green Bay, WI, and Marjorie R. Bardwell, Ticor Title Insurance Company, Milwaukee, WI)

ASSOCIATE

Georgia

James F. McEvoy, Atlanta

Illinois

Fred I. Feinstein, Chicago

New Hampshire

Timothy J. Sullivan, Wolfeboro (Marvin C. Bowling, Jr., Lawyers Title Insurance Corp., Richmond, VA)

Washington

Escrow Northwest, Inc., Tacoma

CONSIDER THE FACTS

The development and growth of any company depends on the ability of management to make and implement the right key decisions. However, managers hard at work running the day-to-day operations, frequently lack the time or background necessary for specialized one-time projects. Which is why successful managers turn to specialists outside the company for effective solutions to problem areas. *Corporate Development Services, Inc.* provides objective expertise for a variety of needs, including performance review systems, financial planning and budgets, leadership advisement and more. For prompt confidential service contact: **Lawrence E. Kirwin, Esq.**, President

Members:
**American Land
Title Assoc.**

CORPORATE
DEVELOPMENT SERVICES INC.

**American
Society of
Appraisers**

151 S. Warner Road, Suite 202
Wayne, PA 19087
215-688-1540

*The title
industry
is our only
business!*



ELLIOTT

continued from page 8

general election campaign. One of the major roles of the Federal Election Commission is to see that this money is spent on only qualified campaign expenses, that no other money is received, and that all expenditures are properly reported to, and audited by, the Federal Election Commission on a timely basis.

Presidential candidates can refuse taxpayer financing to avoid the spending limits or extensive Federal Election Commission audits. No general election presidential candidate, however, has refused taxpayer financing since the Presidential Election Campaign Fund Act became law in 1974.

The Nominating Conventions

The general elections are not the only activity paid for by the U.S. taxpayer's Presidential Election Campaign Fund. Both the Democratic Convention in Atlanta and the Republican Convention in New Orleans were fully financed by the dollar checkoff. Early in 1988, the Commission certified \$9,220,000 each to the Democratic National Committee and the Republican National Committee for a total of \$18,440,000 for the 1988 presidential nominating conventions. Before receiving those funds, the committees pledged to spend no more than this amount for their conventions. These committees must also regularly report their financial activity to the Commission and are subject to a Federal Election Commission audit. Just as in the general election, no additional monies can be raised or spent from any source for the conventions. Local host committees in the two convention cities can, however, receive donations to defray expenses incurred for the purpose of promoting the suitability of the city as a convention site or defray expenses incurred in facilitating commerce, such as providing the convention attendees with shopping and guides and samples or promotional materials. The amount that this host committee may receive from any giver must be proportionate to the commercial return reasonably expected.

Presidential Primaries

It may come as a surprise to know that 311 candidates filed for the office of President of the United States with the Federal Election Commission. There was, of course, a wide variation in the amount of activity generated by these campaigns.

Some of the committees had unique campaign names, such as "The Committee Representing Utopian Minded Birnberg Supporters," "The Society for the Prevention of Cruelty to Voters," "The Friendly Lovers for Doctor John Ferrari-Soldo," or "Mark McDevitt's First Lady Talent Search '88 Committee," or "John Oertel's Let's Have A Pizza Jam Presidential Committee," or "The Bridge Party," or "God's Children Committee."

Not all these candidate committees had to register with the Federal Election Commission. Only committees that raise or spend \$5,000 must register and report regularly to the Federal Election Commission. A total of 43 Presidential primary committees had enough activity to report regularly to the Commission. Of this number, 15 qualified to receive matching funds from the Presidential Election Campaign Fund. To be eligible to receive Federal matching funds, a presidential primary candidate must first raise a total of \$100,000, with at least \$5,000 coming from each of 20 states in contributions of no more than \$250 from individual contributors. Only funds contributed by individuals are matchable. Individuals may give over \$250, up to their \$1,000 limit, but only the first \$250 is matchable. Presidential primary

candidates may receive contributions from political action committees and party committees, but these contributions are not matchable by the Commission. Further, in order to qualify, candidates also must agree to abide by state-by-state and overall spending limits. In 1988, the overall spending limit was \$22,200,000 plus 20% for compliance costs and fundraising expenses. In addition, candidates and their committees may raise and spend an unlimited amount on separate legal and accounting costs. Candidates must agree to maintain detailed records and submit those records for audit by the Federal Election Commission. Since these campaigns receive taxpayer dollars, they are audited by the Commission.

As of August 1, 1988, the Federal Election Commission has certified \$61,768,353.54 to 15 presidential candidates. This compares to \$36,519,404.83 certified to 11 candidates during the 1984 pre-convention period. The following is a list of the presidential candidates who have received matching funds in the order of the amount received:

Michael S. Dukakis (D)	\$9,040,028.33
M.S. "Pat" Robertson (R)	\$8,946,591.57
George Bush (R)	\$8,393,098.56
Robert J. Dole (R)	\$7,547,155.26
Jessie Jackson (D)	\$5,851,681.76
Jack Kemp (R)	\$5,617,288.44
Albert Gore, Jr. (D)	\$3,535,106.60
Paul Simon (D)	\$3,261,436.60
Richard Gephardt (D)	\$2,788,345.48
Pete duPont (R)	\$2,550,954.18
Gary Hart (D)	\$1,122,281.67
Bruce Babbitt (D)	\$1,054,469.44
Lenora B. Fulani (NA)	\$771,415.98
Lyndon H. LaRouche (D)	\$757,085.47
Alexander Haig (R)	\$531,414.20

Since the primaries are over, these presidential primary candidates have been declared "ineligible" by the Commission from raising more money to receive public funds. They may still be entitled to additional matching funds to assist in winding down the primary campaign and to retire debts.

If any candidate who has received primary matching funds has not spent those funds for qualified expenses, or has a surplus, the Federal portion of the money must be returned to the United States Treasury.

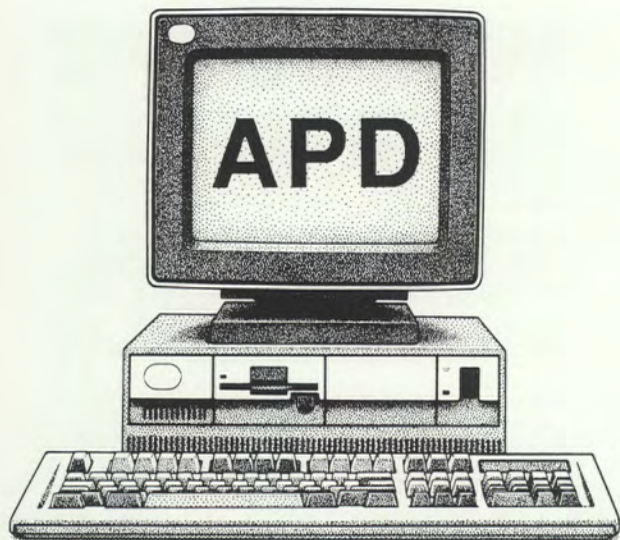
The Presidential Campaign Fund

As previously mentioned, the fund that totally finances the party conventions, the general elections, and the primary matching fund program is created by the one dollar checkoff on the first line of the income tax form. These funds are separately accounted for by the Treasury Department. They accumulate during the four-year period between presidential elections. The highest dollar amount aggregated in any one year was 1981, when the amount checked off was \$41,049,025. The amount checked off has decreased steadily to \$33,651,947 in 1987. In terms of the percent of taxpayers who "checkoff" a contribution to the Presidential Election Campaign Fund, this percent reached a high in 1980 when 28.7% checked off money for the Fund. This percentage has decreased steadily since that time and in 1986, the last year for which figures are available, only 21.7% earmarked money for the Fund.

As of January 1, 1988, the U.S. Treasury reported a balance of \$177,905,677, and while the process is not yet complete, the

continued on page 29

Choosing the right computer system is more than just comparing computers.



For the total solution,
choose APD.

We know that implementation and on-going support are equally important to your software and hardware choice.

That's what makes us different. With a customer base of over 300 users, we offer proven products and **unparalleled support**.

Our Systems were designed for your industry and range from **Escrow/Closing Documentation, Accounting and Tracking Programs to Foreclosure processing**. Whether you need a single work-station or a large multi-user system, we have the solution that's right for you. So, don't just compare computer systems, compare the companies that stand behind them.

APD...serving the Real Estate Industry since 1972.

The right choice.

Inside CA (800) 354-5020
Outside CA (800) 331-2755
(714) 241-9955



APD

3215 W. WARNER AVE., SANTA ANA, CA 92704

Automated Processing and Development Corporation

ELLIOTT

continued from page 27

Federal Election Commission has already certified \$172,408,353. This leaves a balance of a little over \$6,000,000. However, the Fund has been enhanced by the amount checked off by individuals when they filed their taxes in April 1988.

It would not be surprising if the Presidential Election Campaign Fund had a shortfall for the 1992 presidential elections. The 1988 campaigns started with a \$92,000,000 carry-over from 1984. The carry-over for the 1992 campaigns will be substantially less than that. If the percentage of persons checking off remains the same or falls, the yearly carry-over will decrease. The biggest variable, which defies prediction, is the number of candidates that will qualify for matching funds in the 1992 presidential elections. Despite that number, all of the amounts given to candidates will be indexed by the inflation rate, so the amount they are eligible to receive will inevitably become larger. The law provides for a shortfall and directs the Commission to pro-rate the primary matching fund if this occurs.

Public Record

All candidates for a Federal office, not just presidential candidates, must report regularly and timely to the Federal Election Commission. They must report the names, addresses, place of business, and occupation of all persons who contribute in excess of \$200 to their campaigns. Further, they must report all expendi-

tures which, in the aggregate, amount to over \$200. Although these reports can average over 600 pages per presidential candidate, per month, these reports are on public record and are available for public inspection within 24 hours after a filing deadline. It is this prompt and complete public disclosure aspect of the Federal Election Campaign Act that has increased the public's confidence in the Federal election process. With public disclosure, Candidate A watches his opponent Candidate B and vice versa. The interest group committees that are "for camels" watch the committees that are "against camels." The Democrats watch the Republicans, the Republicans watch the Democrats and the press watches everyone!

The public record may be inspected at the Federal Election Commission at 999 E Street, N.W., Washington, D.C. All interested parties are encouraged to come and examine the public record. You don't have to be a candidate or a group representative or have any official capacity to inspect the public record. You will not be asked to sign-in or state your name or purpose. The Commission is open to anyone with an interest to inspect the record, and if time and distance makes a visit to the Federal Election Commission impossible, you can receive a great amount of information by calling our toll free number (800) 424-9530.

NEWLY-UPDATED: ALTA'S

Automation/Information Library

For the latest on vendor capability, send \$5.00 for each of the following categories desired, with check made payable to American Land Title Association. If your category is not listed, please specify and you will be sent any available information or your money will be refunded.

- **Title Plant Maintenance**
- **General Accounting**
- **Preparing Title Policies**
- **Closing Document Preparation**

American Land Title Association

Suite 705

1828 L Street, N.W.

Washington, DC 20036

CALENDAR OF MEETINGS

October

16-19 ALTA Annual Convention, Westin Harbour Castle, Toronto, Canada

November

10 ALTA Regional Seminar, The Westin Hotel, Cincinnati, Ohio

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.

April 30-May 2 ALTA Eastern Regional Title Insurance Executives Meeting, Marriott's Griffin Gate Resort, Lexington, Kentucky

June 7 ALTA Board of Governors, The Broadmoor, Colorado Springs, Colorado

June 8-9 ALTA Western Regional Title Insurance Executives, The Broadmoor, Colorado Springs, Colorado

October 15-18 ALTA Annual Convention, Hyatt Regency Embarcadero Center, San Francisco, California

1990

January 15 ALTA Board of Governors, The Ritz-Carlton Hotel, Naples, Florida

April 4-6 ALTA Mid-Year Convention, Hotel Inter-Continental, New Orleans, Louisiana

April 29-May 1 ALTA Eastern Regional Title Insurance Executives Meeting, The Greenbrier, White Sulphur Springs, West Virginia

June 6 ALTA Board of Governors, The Broadmoor, Colorado Springs, Colorado

June 7-8 ALTA Western Regional Title Insurance Executives, The Broadmoor, Colorado Springs, Colorado

September 30-October 3 ALTA Annual Convention, Hyatt Regency, Chicago, Illinois

1991

January 14 ALTA Board of Governors, Quail Lodge, Carmel, California

April 10-12 ALTA Mid-Year Convention, San Diego Marriott Hotel and Marina, San Diego, California

September 25-28 ALTA Annual Convention, The Westin Copley Place, Boston, Massachusetts

1992

March 25-27 ALTA Mid-Year Convention, The Mayflower Hotel, Washington, DC

October 14-17 ALTA Annual Convention, Hyatt Regency and Maui Marriott, Maui, Hawaii

1993

March 24-26 ALTA Mid-Year Convention, The Westin Peachtree Plaza, Atlanta, Georgia

October 3-6 ALTA Annual Convention, Opryland Hotel, Nashville, Tennessee

Attorneys' Title Insures Florida's Largest Land Sale

Orlando-based Attorneys' Title Insurance Fund, Inc., the nation's oldest and largest lawyer-owned title insurance organization, has insured title to the largest single-seller, single-buyer real estate transaction in the history of Florida.

The State of Florida Department of Transportation recently purchased the 81-mile-long rail corridor from CSX Transportation, Inc. for \$264 million. The 1,100-acre corridor, consisting of nearly 800 parcels in Palm Beach, Broward and Dade Counties, passes under Interstate 95 north of West Palm Beach and parallels the highway to Miami.

Says Charles J. Kovaleski, president of Attorneys' Title Insurance Fund, "This is the largest transaction in the history of The Fund. The turnaround time for the title information was only about a month, which is extremely tight for a transaction of this magnitude."



WHAT ARE YOU DOING ABOUT 1099

?

1099 EXPRESSTM SOFTWARE

PREPARE AND PRINT REAL ESTATE 1099 ON DEMAND

FILE 5¼" FLOPPY DISK WITH I.R.S. AS APPROVED MAGNETIC MEDIA

\$129⁹⁵ plus **\$7⁰⁰** S/H
(FOR 1988)

MONEY BACK GUARANTEE

For IBM PC and all compatibles

1-800-225-5669

© 1988 — 1099 EXPRESSTM Ltd. creators of 1099 reporting systems for personal computers

also available: 1099 EXPRESS-INT-DIV-MISC.

EMPLOYEE BENEFITS

continued from page 12

nation's employees and who will take the initiative to preserve or broaden benefits.

Already there is a growing disinclination of employers to increase their exposure to rising costs and growing government interference on **any** additional benefits they might otherwise have been prepared to sponsor.

They reacted, for example, to the requirement to offer extended benefits to terminating employees which was accomplished with little debate or employer involvement by simply tacking an amendment onto the huge COBRA of 1986. That employers may now be asked to continue to make coverage available even after the

“While many employers would like to address the issue of long-term care and child care, there is a hesitancy to move forward with plans over which they may lose control.”

employee is covered under a new employer's plan, worries them even more.

Section 89, aimed at preventing highly paid employees from benefiting unfairly from tax-free employee benefits, is incredibly complex, even inept.

Today, our legislators are interested in the problem of the uninsurable folks in our society who sorely need coverage and who find it difficult if not impossible to get such coverage. Risk pools are one proposed answer. Since there are no budget dollars available for addressing what might be termed a social problem, the legislators would like employers to pick up the excess costs that adverse selection would produce in covering the uninsurable.

The Kennedy bill, which calls for mandated health care coverage to be provided and paid by virtually all employers, has, to Senator Kennedy's credit, provided for hearings and discussion. While his goal, however, of ensuring that millions of Americans will avoid the ravages of costly ill health is hardly challengeable, his proposal can be very disruptive of job formation by small employers and of the private systems that already voluntarily cover 85% of the population.

For an idea of what lies ahead in 1988 and 1989, examine examples of existing

and proposed legislation that were addressed in the legislative process:

When Section 89 was added to the Tax Reform Act of 1986, it was in response to demands by the legislators that nondiscrimination be taken more seriously. When a provision such as Section 89 is not presented as a bill through a Committee which might hold hearings, but rather is tacked onto such an impressive bill as Tax Reform, it is very difficult to attract serious attention to any flaws and as a result, it is almost guaranteed to become law. This was the beginning of the voyage for Section 89. It was drafted in quite general terms with which few disagreed in principle. It was then left without benefit of hearings to the Joint Tax Committee.

When the requirement to extend benefits to terminating employees was tacked onto COBRA in 1986, most employers argued this was done quickly, surreptitiously and without opportunity for them to weigh the consequences and make their case. The legislative aides who drafted the legislation argued that the subject was being talked about for months and that once a formal proposal was made, there was time for the private sector to respond. This was, however, but one of approximately 45 health related bills in 1986.

Employers have historically been the leaders in providing security for their employees, even to the point of being accused of passing along too much in tax-free benefits to their employees. But now, employers are shifting from defined benefit to defined contribution pension plans. Others are raising the co-payments under their health plans and are shifting contributions to their employees, either directly or through multiple choice health care plans. Some are even examining a defined contribution approach to retiree health insurance with credits earned for each year of service. Others are thinking of dropping retiree health care for employees not yet at early retirement age.

To an important extent, the future of benefits and legislation affecting benefits is in the hands of employees. Plan sponsors have far more influence in Washington than they may believe. Staffers are usually quite open to constructive suggestions. Your CEOs can have a great deal of impact. And, a broad response from employees will always evoke a great deal of attention in Washington.

While many employers would like to address the issue of long-term care and child care, there is a hesitancy to move forward with plans over which they may lose control. They are concerned that the self-regu-

lation born of economic necessity and competition, both domestic and foreign, as to how quickly our system could afford increased social commitments will be compromised.

Tax deductibility of costs played an important role. First, it provided some incentive by differentiating cash from deferred forms of compensation. Secondly, it provided constructive government participation while achieving its social goals at only a fraction of their ultimate cost and without having to interfere with the specifics or timing of benefits adopted by employers.

Following the breathtaking growth in benefits, a slowdown several years ago was to be expected. That legislators picked this moment to recognize the growing amount of tax revenue going into tax-favored benefits, was indeed unfortunate.

What can be done about this?

We are at a crossroads. Employers generally want to continue providing solid benefits to their employees, including defined benefit pensions and health insurance for both active and retired employees.

If, however, the constraints applied by the federal government continue to grow, an increasing number of employers will opt for more cost controlled benefits such as defined contribution pensions and retiree health care plans. Some are even ready to support national health rather than deal themselves with rapidly rising health care

“Today, our legislators are interested in the problem of the uninsurable folks in our society who sorely need coverage and who find it difficult if not impossible to get such coverage.”

premiums and the complexities of compliance.

There are three courses of action concerned employers can take:

- Increase your interest and your involvement in the political process.
- Object strenuously to benefits-related legislation or regulations that have not first been the subject of careful examination.
- Take action within your own company. Changes have occurred so fast that both the benefits goals of organizations and the financial consequences

of current regulatory actions have become fuzzy even as the costs have become staggering. *Companies need to develop a new understanding of their benefits goals, of their costs and liabilities and how these are becoming increasingly subject to outside control, and they need to have a plan that is current.*

To understand in today's terms why you are providing benefits, to examine whether your plans meet these goals and to clarify how you want to be positioned with respect to your benefits for the events of the future, including regulatory interference, can be of immense significance in your planning to deal with both cost and human relations. The "in" word for 1989 will be "convergence," the coming together of a number of related issues with a single result.

When rising health costs plus unfunded liabilities are coupled with COBRA, Section 89, volatility in pension funding, day care and other employer costs—the combination can be startling and unnerving for a company's senior executives. If a company cannot absorb costs of such magnitude the consequences can be momentous. If, for example, such increases cannot be covered by increased revenues and shareholder dividends suffer, this will affect share value which can then affect future growth plans, and even create vulnerability to takeover.

Some are saying that if all employers are confronted equally by these costs there should be no problem. That simplistic assurance fails to take into account the demography of your specific company—the mature firm with older employees versus the younger one. And, it fails to take into account the costs that can affect your ability to compete internationally.

What can members of your industry do?

- Stay informed on legislative developments.
- Be ready to visit appropriate legislative committees.
- Visit your own Senators and Representatives.
- Provide data to your CEOs that will encourage them to also respond when it will be effective for them to do so.

The demand and need for growth in social benefits is clear from this year's political platforms. The debate over who will provide or control them is well underway. The private sector can have a great deal of influence in retaining as much of this as it wants. It is an exciting time as this nation seeks to retain its entrepreneurial drive and uniqueness in the world, while striving to meet these substantial social goals.



**TITLE AGENTS
OF AMERICA**

**ERRORS AND OMISSIONS
INSURANCE
FOR
THE TITLE AND ESCROW
INDUSTRY**

TITLE AGENTS OF AMERICA (TAM)

**P.O. Box 218694
Houston, Texas 77218-8694
1-800-637-8979**

Now, even the small title companies are using Landata.

Landata has been the leader in automating large title companies for over a decade. Now, even small to mid-size title and escrow companies find that Landata gives them the efficiency and management tools to out perform their competitors.

They discovered that our system is not only affordable, but is more efficient with the capability of processing multiple programs simultaneously.

As your company grows, Landata's system will grow with you without becoming obsolete. When your business is ready, you can add more storage, terminals and

outside networking capabilities easily and affordably without losing any of your initial investment.

Landata's software is proven: developed from what growing companies have told us they need. We've built our company on it. Plus, we offer an unparalleled customer support and education system.

So if you thought Landata was too expensive, you need to take a closer look. Take the time to compare our features dollar for dollar. No other system can match ours.

Call for a free, no obligation demonstration at 1(800)551-3220 or 1(713)871-9222.

 **LANDATA, INC.**

Real Estate Information
2200 West Loop South
Houston, Texas 77027
713-871-9222
800-551-3220



The Title Advantage.

The all-in-one computer system for title agencies...only from Brenco.

Computer systems that only handle *some* needs are useless. So are computer systems that are difficult to learn or use. A good computer system should handle *every* important need and be easy to learn and use. That's why Title Agencies *need* Brenco's Title Advantage!

But just as important as getting a good system is getting good support and service. That means good, thorough training for every employee who will use your new system. It also means having easy access to prompt and competent service, whenever you need it. That's another reason Title Agencies *need* Brenco's Title Advantage!

Brenco doesn't just sell computer systems; Brenco designs and fits superior computer systems to the specific, individual needs of its customers. More than that, Brenco also helps their customers through every step of the process, from start to finish. That's why so many Title Agencies today are turning to Brenco's Title Advantage.

Call today for a free demonstration!

BRENCO

Computer Systems, Inc.

Fellowship Business Center, Suite B 208, Mt. Laurel, NJ 08054
609/722-5600

Learn more about Brenco's Title Advantage—come and see a free demonstration for yourself at these following locations:

September 14-18, 1988

Pennsylvania Association of Realtors
Opryland Hotel
Nashville, TN

September 22-24, 1988

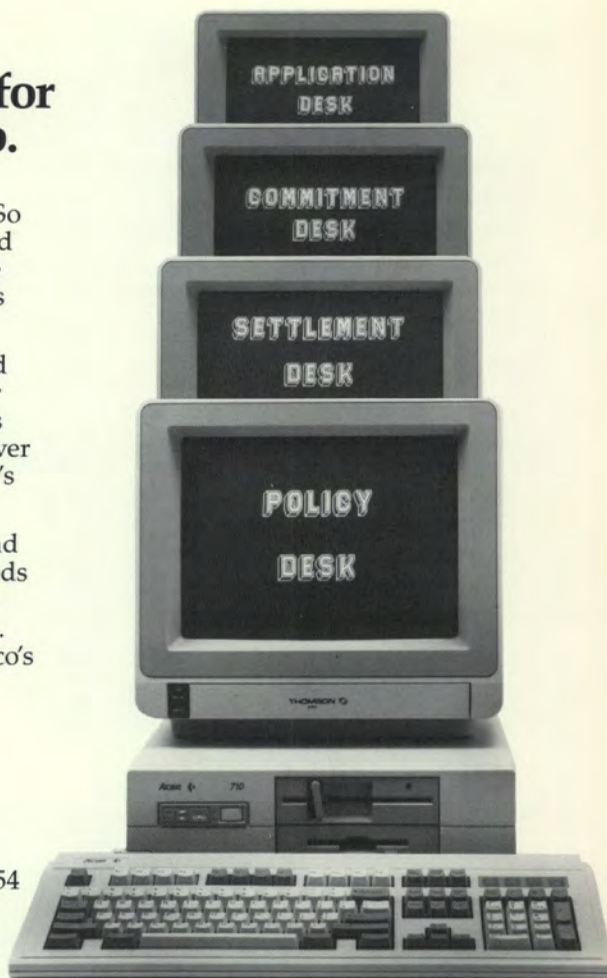
Delaware Association of Realtors
Hershey Hotel
Hershey, PA

October 16-19, 1988

American Land Title Association
Harbour Castle Westin
Toronto, Canada

November 29-December 2, 1988

New Jersey Association of Realtors
Bally's Park Place
Atlantic City, NJ



**American
Land Title
Association**

1828 L Street, N.W.
Washington, D.C. 20036

BULK RATE
U.S. POSTAGE
PAID
Rockville, Md.
Permit No. 800