

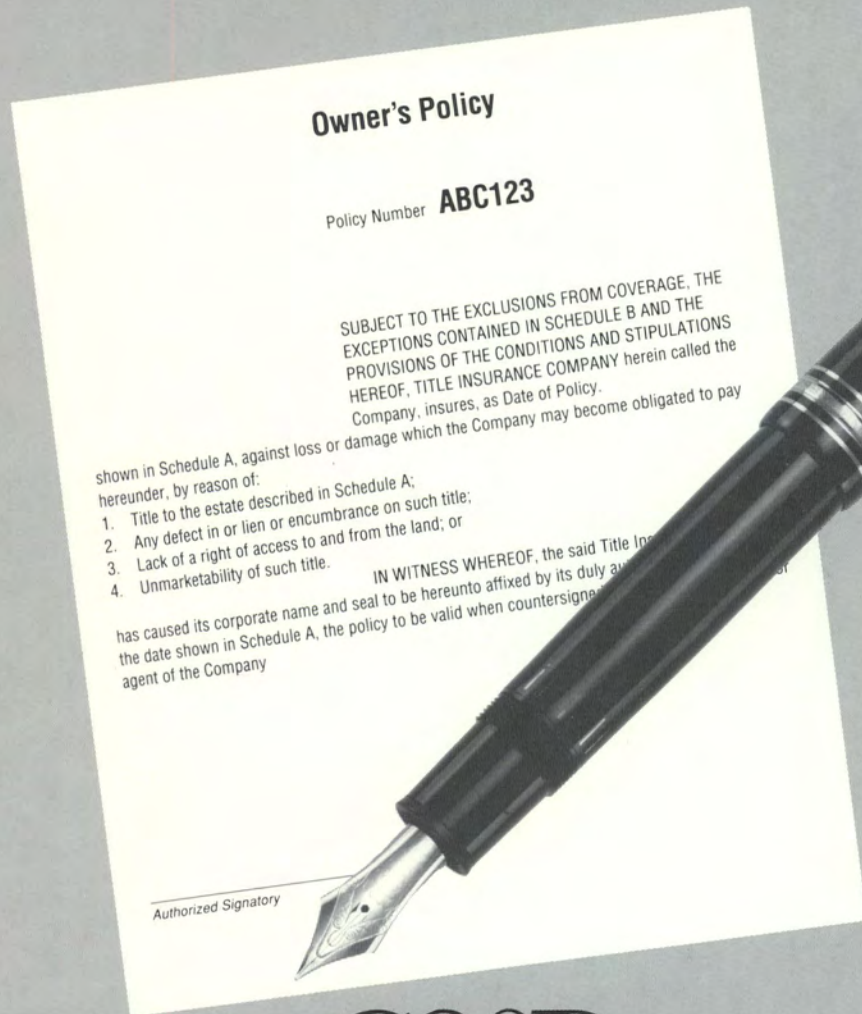
JANUARY • FEBRUARY 1992

# TITLE *News*



*Rosemary Henry May*

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# TITLE *News*

JANUARY • FEBRUARY 1992

**On the Cover:** *Our Nation's Capitol, Washington, DC; site of this year's ALTA Mid-Year Convention. See story on page 4. Cover illustration by Rosemary Henry May. Rosemary Henry May is a contributing illustrator to Title News, as well as to a number of other ALTA publications. Her work has appeared internationally in the realm of fine arts, including a one-woman show in Sao Paulo, Brazil. Her work has also appeared in over 20 collective exhibitions in London, and the Paris Salon. As an illustrator, Rosemary Henry May is one of the few women illustrators to have her work featured in the Smithsonian's Air and Space Magazine. Her work has also been commissioned by the World Bank, and by numerous other national organizations and associations, as well as by magazines and books. Most recently, her work will be featured in an upcoming issue of the National Geographic Traveller Magazine.*

Volume 70, Number 6

Editor: Adina Conn

\$5 per issue (member rate)  
\$8 per issue (non-member rate)

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*Title News* is published bi-monthly by the American Land Title Association, 1828 L Street, N.W., Suite 705, Washington, DC 20036.

U.S. and Canadian subscription rates are: \$30 a year (member rate); \$48 a year (non-member rate). Single copies, \$5. For subscription information, call 1-800-787-ALTA. Send address changes to: **Title News**, circulation manager, at the above stated address.

Anyone is invited to contribute articles, reports and photographs concerning issues of the title industry. The Association, however, reserves the right to edit all material submitted. Editorials and articles are not statements of Association policy, and do not necessarily reflect the opinions of the editor or the Association.

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## A MESSAGE FROM THE PRESIDENT



**W**e enter the new year with many issues unresolved. Externally, banks entry into the title business, the status of our McCarron-Ferguson exemption, an uncertain real estate economy and internally, escalating claims, questions of solvency, inadequate pricing and profitability, or the lack thereof, all remain on the front burner and demand our attention. The year ahead of us may well be the turning point for those of us in

the title insurance industry. Management may be required to make hard, uncomfortable decisions about the shape and form of their companies and much work needs to be done to improve the quality of our products and productivity of our employees.

Now is not the time to adopt a defeatist attitude or to sit back and wait in expectation that a stronger economy will bail us out. It's past time to face the realities of our changing business environment, adapt accordingly, demand better performance from our employees and deliver more to our customers and shareholders.

ALTA member companies have strong leadership, fully capable of dealing with the challenges before us. I know, with courage and dedication on everyone's part, we can come out of 1992 a more viable industry than ever before.

I wish you well in your endeavor.

Sincerely,

Richard A. Cecchetti

# Washington, D.C.; A "Capital" City For a Capitol Convention

by Leigh Vogelsong,  
ALTA director of meetings and conferences,  
and Adina Conn, *Title News* editor

**H**istory, culture and cherry blossoms abound in Washington, D.C., site for this year's ALTA Mid-Year Convention, March 25-27. The renovated Stouffer Mayflower Hotel is host to this year's conference. Attendees will delight in learning that much work has been completed on the Mayflower since the ALTA last met in Washington. As a result of a \$25 million dollar renovation program, all sleeping room accommodations in the Mayflower are now of deluxe standard. During one's stay at the hotel, all guests will receive club-level services and amenities; including nightly turn-down, robes, remote TVs, mini-bars and morning wake-up call, accompanied by complimentary coffee or tea and newspaper.

In recent years, Washington, DC, has become a favorite convention city for many associations. The reasons for its popularity are numerous. Between the world-renowned Smithsonian Institution Museums (all of which are free and open to the public seven days a week), to the White House and the Capitol, to the city's famous monuments, memorials and landmarks, visitors never find themselves lacking for excitement or activity in this pulsating city. Aside from all of these attractions, there exists the obvious reason why Washington is both so desirable and important to conference attendees: being the home to our nation's Capitol, D.C. is where political and legislative decisions are made, affecting our lives on a daily basis. Thus, one of the most important elements to many association members who visit Washington, is access to Representatives, Senators and their staff on major issues.

The ALTA has much in store for convention attendees. And, while we cannot guarantee the cherry blossoms will be out in full bloom, we can guarantee that members will not find themselves bored, or lacking for something to do or see! Besides our essential liaison activity involving ALTA members on Capitol Hill, the following are some of the events that the ALTA has in store for this year's Mid-Year Convention attendees:

## Affiliate Seminar Program

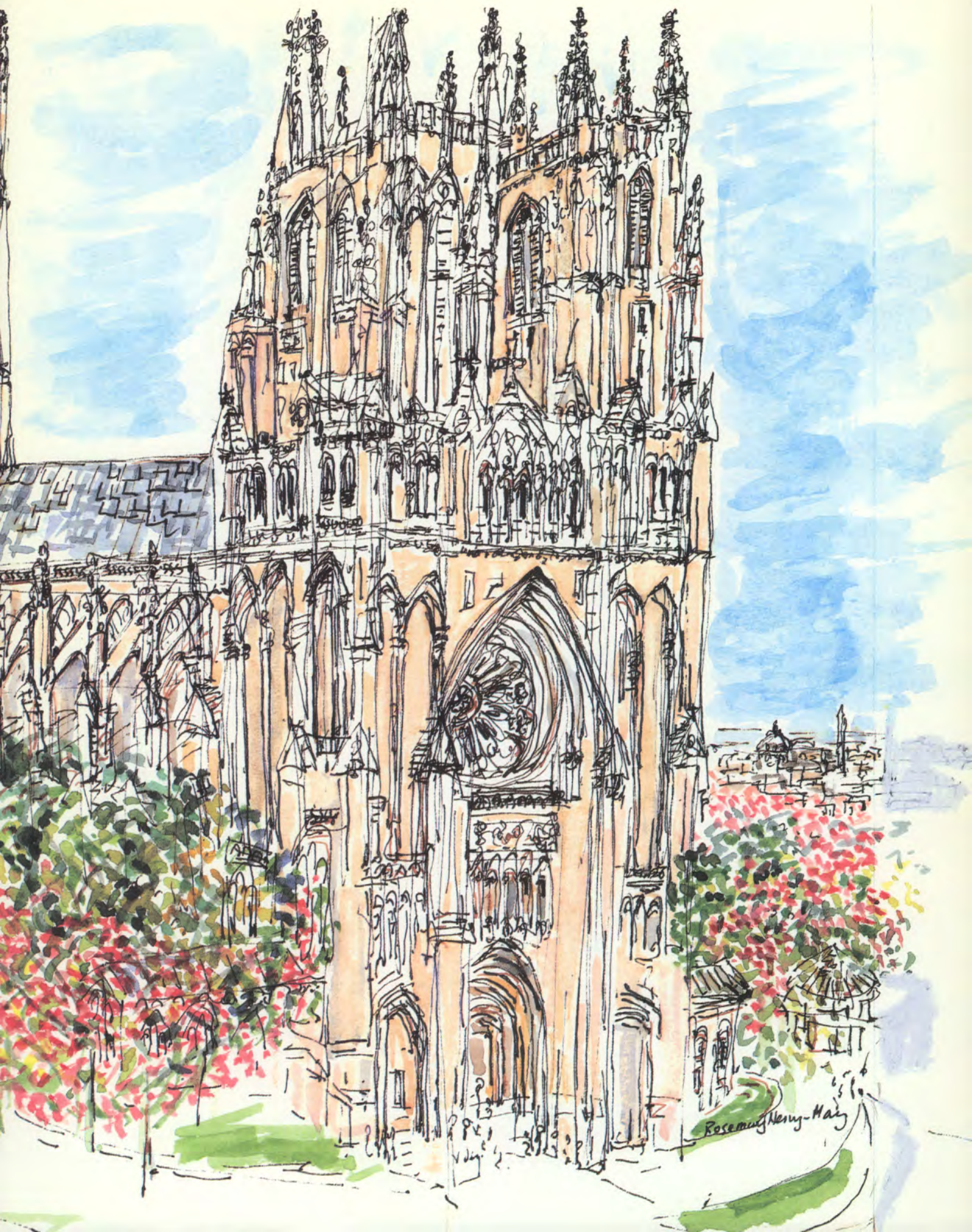
This year, the affiliated-officer program will be held on Wednesday, March 25, beginning with a buffet luncheon at noon. This scheduling change is in response to members' requests for a more condensed convention schedule. Dobby Wall, director of meeting services, American Physical Therapy Association, is the guest speaker. She will discuss hotel contract negotiation, logistics and meeting planning tips for regional and state association executives.

Section executive committees are scheduled to meet on Wednesday morning. The Lender and Life Counsel is also scheduled to meet on Wednesday, as well as other ALTA committees. The ALTA Board of Governors will meet Wednesday afternoon.

## Exhibits

Exhibits will be located in the same area as registration services. Be sure to stop by the exhibit hall on Wednesday afternoon, Thursday and Friday





Rosemary Henry-Hay

morning to view the latest software and other related products available to the title insurance industry. By visiting all the booths, you will be entered in a prize drawing to be held on Friday morning during the General Session.

## Ice-Breaker Reception

On Wednesday evening, from 6:30-8:00 p.m., the ALTA welcomes all attendees to Washington. The opening Ice-Breaker Reception will be a lively, patriotic tribute to our nation. A selection of heavy hors d'oeuvres and beverages will be available to registered attendees throughout the evening. Be sure to bring a hearty appetite! The ALTA exhibit hall will also be open during the reception.

## Educational Sessions

Concurrent educational sessions will be presented on Thursday, March 26, beginning at 9:00 a.m. The following sessions will be offered:

**You're in Charge: How to Run a Meeting More Effectively**—Pointers offered during this presentation will have wide-ranging application, from company meetings to gatherings of civic and charitable organizations. The session will be conducted by Henry Ernstthal, executive director, Master of Association Management degree program, The George Washington University. Moderator Ernstthal is a management consultant, a former association executive, and is one of approximately 50 Fellows of the American Society of Association Executives. He received his Juris Doctor from Stanford Law School.

**Sexual Harassment in the Workplace**—This session will feature a panel of prominent sexual harassment experts. The discussions will center on the two basic types of sexual harassment; how to establish an anti-harassment policy; and what to do to protect the rights of the accused and the accuser when a harassment charge is made.

**How a Bill Becomes a Law**—This session will focus on the federal legislative process and the roles that the administration, the various Congressional committees, and what role individual senators and representatives play in the development of legislation. A panel of staff from several Committees will describe the roles they play in developing legislation. The evolution of the recently enacted banking legislation will be used to further illustrate the diverse actions of the authorization and procedural Committees.

**Making a Difference Through Grassroots Lobbying**—ALTA members who are politically active, in addition to Congressional experts, will describe the importance and benefits of their involvement in the political process. How this commitment can translate into effective lobbying for the title insurance industry and ALTA, in terms of legislation and the general governmental environment, will be discussed.

**Optical Disk Imaging: Breakthrough or Breakdown?**—Members of the Land Title Systems Committee will present a workshop session centering on issues involved in the conversion to optical disk public record systems among county clerks and recorders across the nation. Of particular concern are problems and related costs that may arise for title companies in accessing county records because of the need to interface with optical imaging systems for which there are no recognized standards.

\* \* \*

Also on Thursday afternoon, several one-hour independently-developed informational sessions presented by ALTA vendors and members will be featured from 2:00-4:00 p.m. These sessions will be geared toward title insurance management issues including marketing, motivating employees, public relations, and automating various office functions. Practical how-to's will be given, and time will be provided for small group discussions. These sessions will be given by practitioners in the field. Come hear what your peers are doing to solve their own individual management concerns.

## Spouse/Guest Brunch

Joseph R. Novello, M.D., a nationally-recognized physician, media personality, and host of Washington's call-in radio program, **House Calls**,

is the featured speaker for the Spouse/Guest Brunch on Thursday, March 26, beginning at 9:00 a.m. Dr. Novello's syndicated feature column, "You and Your Child," published in **Women's World Magazine**, is read by millions of people throughout America, and his syndicated radio program, **Healthline**, can be heard daily in many U.S. cities. Dr. Novello is also the author of **Bringing Up Kids American Style**, and **How to Survive Your Kids**, both of which have been widely acclaimed not only by the reading public, but by his professional colleagues as well. Dr. Novello has also appeared on such network and syndicated programs as **Nightline**, **The Today Show**, and **Hour Magazine**. His national speaking tour with legendary film star Alice Faye won honors from governors, mayors and civic organizations all across the country.

Dr. Novello's motivational topic on Thursday will be "How to Want What You Have, When You Don't Have What You Want." All registered spouses and guests are invited to attend. Preregistration is necessary.

\* \* \*

## Other Special Events

A TIPAC Reception for 1992 TIPAC contributors is currently planned for Thursday, March 26 beginning at 5:30 p.m. at the Stouffer Mayflower Hotel. A TIPAC presentation will be made to a member of Congress during the reception. Attendance will be limited to 1992 TIPAC contributors and their spouses, and contributions may be made at the door.

As a cost-cutting measure, the President's Reception during the mid-year convention has been eliminated.

\* \* \*

## General Session

Friday's general session features Mark Russell, noted Washingtonian whose ability to find humorous insight into events involving luminaries of the national capital, has captured the hearts and smiles of his audiences for many years. DC's "chief political wisecracker," Russell, a syndicated newspaper columnist, is also host of **The Mark Russell Comedy Specials** on PBS. His timely presentation prior to the 1992 elections is not to be missed. Russell, a product of the golden age of radio, combines the comic talents of Jack Benny and Fred Allen, both of whom heavily inspired Russell's "show biz" career. As one noted columnist once said of Russell, "his humor is nonpartisan; he hands it out equally to Democrats and Republicans, conservatives and liberals!"

## Tours of the Washington, D.C. Area

Tours will be available on Wednesday, Thursday and Friday during the convention.

Join a Civil War expert on a tour of several important **Civil War** sites in the surrounding Washington, D.C. area from 10:00 a.m.-3:30 p.m. on Wednesday, March 25. Manassas National Battlefield, (35-40 minutes from downtown D.C.), was the site of the first major land battle of the War Between the States. The Manassas Museum depicts life in the Northern Virginia Piedmont region and the developments that led up to the Civil War. The next stop is the national battlefield at Bull Run to tour the grounds where the Union and Confederate armies met for the first time. Then it's on to Robert E. Lee's boyhood home in Old Town Alexandria. The large Federal home contains many of the original furnishings of the Lee family. Lunch is on your own in one of the many quaint restaurants in Old Town. The final stop is Arlington Cemetery. The tour stops at the Arlington House, home of Robert E. Lee. The view from the mansion, overlooking the city of Washington, is extraordinary.

On Wednesday evening, experience a totally different and enchanting city on the **Washington After Dark** tour from 8:00-11:00 p.m. No visit to Washington is complete without a nighttime tour of its impressive monuments and memorials. After passing by the White House, the U.S. Capitol Building, the Supreme Court Building, the Library of Congress and the Washington Monument, stops are made at the Lincoln Memorial, the Iwo Jima Memorial, and the John F. Kennedy Center for the Performing Arts.



This tour is an illuminating experience you'll long remember.

On Thursday, March 26 from 1:00-4:00 p.m., an opportunity to see **Hillwood House**, the former home of Marjorie Merriweather Post, cereal heiress and once one of the grande dames of Washington society is offered. Hillwood's world-renowned collection of Fabrege eggs, Russian icons, gold and silver pieces, and porcelain, provides a rare viewing opportunity outside of the Soviet Union. The gardens are as beautiful as the interior of the house. They were designed by landscape architect Perry Wheeler, who supervised the establishment of the Rose Garden at the White House. Space is very limited for this program, and early registration is advised. This tour is also offered Friday afternoon, March 27 from 1:00 p.m.-4:00 p.m. (Please note: minimum age restriction is 12 years.)

Also on Thursday from 1:00-6:00 p.m., a time trip back into 18th century Virginia will take you to **Alexandria and Mount Vernon**. Visitors to Mount Vernon, home of our country's first president, will tour the Georgian-style manor house, the surrounding service buildings, and the gardens. Then it's on to George Washington's home town, Alexandria, Virginia. A walking tour of the old town area includes a stop at Christ Church, Gadsby's Tavern, Market Square and the Apothecary Shop, all places where Washington did business in Alexandria.

Shoppers will delight in the trip that's being offered on Thursday, March 26, to **Potomac Mills Mall**, approximately 45 minutes south of downtown Washington. Over 100 discount and outlet stores are located here, including Nordstrom Rack, Waccamaw Pottery, and IKEA. This is not your everyday mall—it currently is the largest tourist attraction in Virginia. Helpful hint: be prepared to walk extensively! The bus leaves for Potomac Mills at 11:15 a.m. (immediately after the Spouse/Guest Brunch), and is scheduled to arrive back at the hotel at 5:15 p.m.

## Washington's Capital Nightlife

Washington, D.C. is hard to beat when it comes to nighttime entertain-

ment. As evening comes, actors arrive at theatres, musicians tune-up instruments, restaurant tables are set for dinner, massive floodlights are turned on to frame the city's magnificent memorials, traffic streams into Georgetown and other D.C. nightspots, and in essence, the Capital city is ready for another exciting life . . . *nightlife!* Washington has plenty to offer!

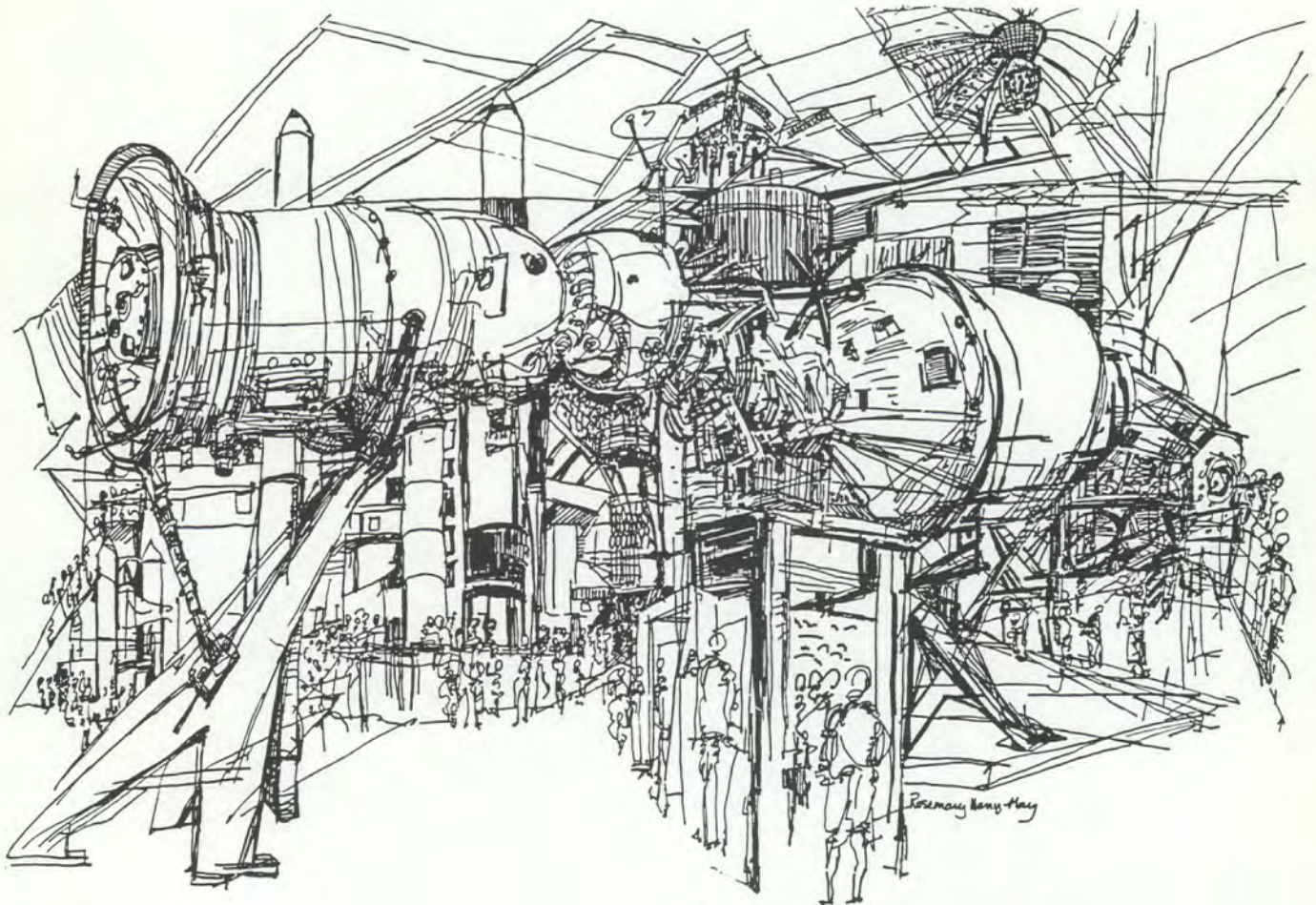
## Theatre, Opera, Ballet

Washington is a capital city for theatre! With more than 21 professional stage theatres, Washington has been described by **Variety** magazine as the second-best theatre city in the U.S. outside of New York: an appropriate description, since most Broadway productions either preview, or find themselves on tour in Washington. And, in addition to Broadway shows, the city offers an extraordinary variety of local, on-stage entertainment.

The *John F. Kennedy Center for the Performing Arts* alone, contains six theatres: the *Eisenhower Theatre*, *Opera House*, *Concert Hall*, *Terrace Theatre*, *Theatre Lab* and the *AFI Film Theatre*, offering everything from major Broadway musicals, to contemporary drama, dance, opera, headline concert entertainment, the *Washington Opera*, the *National Symphony Orchestra* and classic films.

The newly renovated *National Theatre* graces Pennsylvania Avenue and offers long runs of top Broadway hits. Tony-Award winning *Arena Stage* finds a home near the panoramic Southwest waterfront area and contains three theatres: the *Arena*, *Kreeger*, and *Old Vat Room*. The world-famous *Folger's Theatre*, located on Capitol Hill, offers the best in Shakespearean drama, and historic *Ford's Theatre* continually offers first-rate productions in addition to housing the "Lincoln Museum."

Theatre tickets are easy to obtain and less expensive than in other cities. "*TICKETplace*," a half-price, same-day-performance ticket outlet offers tickets not only to plays and musicals, but to rock concerts, jazz, opera, ballet, concert and symphony entertainment, etc. (Call 202-TICKETS for availability information.)







Rosemary Henry - May

## Restaurants

"Find three or more people standing on a Washington sidewalk and someone will build a restaurant around them," says an often-quoted Washingtonian. This may be a slight exaggeration, but not by much! More than 150 international cuisines are represented in a variety of restaurants designed to fit any price range. Fine dining is one of Washington's favorite pastimes. Elegant dining rooms, Parisienne-style sidewalk cafes, exotic and intimate ethnic restaurants and delicious "cheap-eats" (as Washingtonians call them) abound. Evening diners can be found cracking Chesapeake Bay crabs and shucking oysters at a lively waterfront restaurant, or sampling Ethiopian cuisine at an intriguing Adams Morgan neighborhood restaurant across town. Dining in the nation's Capital is always a treat but most likely is also an evening's adventure.

## Jazz Clubs, Nightclubs, Bars and Discos

Bottles pop, and dancers swing at Washington's exciting variety of nightclubs and bars. From relaxing and intimate piano lounges, to the sway and shoulder-to-shoulder sizzle of Georgetown, Washington has it all and offers something to fit all lifestyles, budgets and tastes.

Jazz, for example, has a long-standing history in the Capital City, and top-rate jazz clubs, including the famous *Blues Alley* in Georgetown, are a special treat. *Blues Alley* offers a nightly array of entertainers ranging from Dizzie Gillespie to other greats. *Trumpets* located several blocks away from the Dupont Circle Area, is one of D.C.'s newest and most refreshing additions to the city's nightlife. Featuring live performances of famous, regional, and local jazz performers, *Trumpets* is a great place to go and unwind, dine, and kick-back at the end of one's day. Jazz buffs can also hear their favorite music at *One-Step-Down* in the city's "West End" district and at other smaller clubs around town. Other great spots to hear top jazz (and other rotating entertainment) are the *Cafe Beaux Arts* in the Omni Georgetown Hotel, *Cafe Lautrec* in the Adams Morgan neighborhood, *Gallaghers* pub on Capitol Hill, *Hugos* in the Hyatt Regency Washington Hotel, *Joplin's* in the Howard Inn, and *Marley's Lounge* in the Henley Park Hotel.

A popular new trend in Washington is the restaurant cabaret show. For example, *d.c. Space*, located in the city's "Gallery Place" neighborhood, offers fine dinners as well as a variety of cabaret revue shows featuring jazz, reggae, rock, "new wave" and classical performance. Or, there's always the famous *Hard Rock Cafe*, located just steps away.

Many of Washington's fine hotels offer excellent bars and lounges with nightly entertainment in elegant surroundings. These include "The Wintergarden" at the *Embassy Row Hotel*, the Garden Terrace of the *Four Seasons Hotel*, and the plush John Hay Room of the *Hay Adams Hotel*. For an interesting twist, waiters and waitresses sing to guests at the Promenade Lounge of *The Grand Hotel* (formerly Regent of Washington). Piano music is also featured at The Fairfax Room of the *Ritz-Carlton*, The Bar at the *Sheraton Grand*, and The Potomac Lounge of *The Watergate*. Chamber music and violins charm guests at the Lobby Court and Tower Lounge of the *Vista International*, and big-band fans dance to swingtime music in the Marquee Lounge at the *Omni Shoreham Hotel*.

For something on the lighter side, try the improvisational comedy acts offered at *The Comedy Cafe*, located on K St. in the heart of downtown. Or, catch a performance of *The Capitol Steps*, a group of actual Congressional staffers who perform their entertaining governmental parody/revue at various locations around town. The *Comedy Stop* in Georgetown features top talent in three different acts per show.

"Georgetown" is synonymous with "nightlife" in Washington. It's the area of town that swings 24 hours a day. Busy with boutique shoppers during the day, Georgetown at night is typified by crowds of people "bar-hopping," enjoying restaurants, watching street performers, or generally enjoying the city's nighttime hum. Nightclubs, bars and lounges such as *The Third Edition*, *Mr. Smith's* and *Champions* are popular. *Champions* is known as a "sports groupies" bar and is frequented by both players and fans from the city's pro-sports teams.

## Evening River Cruises

For those interested in an evening on the water, Washington offers some

very special treats. Boat tours provide guests a panoramic view of the city from the Potomac River, by day or night, as well as delicious dining, evening entertainment and dancing.

The *Cruise Ship Dandy*, operated by *Potomac Party Cruises, Inc.*, sails the Potomac daily from Old Town Alexandria. The three-hour cruise takes guest upriver past Georgetown and back to Alexandria, passing by the beautifully lit memorials. Lunch or dinner and dancing complete the sail.

*The Spirit of Washington* offers scheduled brunch, lunch, and dinner cruises on a 600-passenger, three-deck ship; the boat may also be chartered for private and group dining and/or evening parties. And cruises are completed by a live, "Broadway Cabaret" revue. "The Spirit" leaves from Pier #4 in southwest Washington.

## Washington at Night — the Views

Washington is simply spectacular at night. No visit to the city is complete without a nighttime tour of its impressive monuments and memorials. With most memorials lit by floodlights 24 hours each day, many visitors find a nighttime tour the most memorable experience of their visit. A view from the *U.S. Capitol* steps looking down the National Mall, gives visitors a breathtaking panorama view of the *Washington Monument* and *Lincoln Memorial*. In the distance, one can spot *Arlington House* atop the hill at *Arlington National Cemetery* and directly below, the "eternal flame" atop the grave of President John Kennedy. A short distance away at the *Tidal Basin*, the serenely lit *Jefferson Memorial* takes a majestic stance among the thousands of Japanese cherry trees surrounding it.

A nighttime city tour should also include of several spots offering panoramic "birds' eye views" of the city. *The Washington Monument* (open until midnight) comes to mind first. However, the Clock Tower at the *Pavillion at the Old Post Office* (open until 6 pm during winter) also offers a superb view of downtown.

To combine a magnificent view with a relaxing cocktail, try the rooftop lounge at the *Hotel Washington* overlooking the White House and surrounding blocks.

## Getting Around... at Night

Visitors should note that Washington's Metro subway system is open daily until midnight. Metro is exceptionally safe at night. Stations are well lit and well guarded. Subway trains travel to all downtown locations, as well as to points throughout the Maryland and Virginia suburbs.

Taxi service in Washington is relatively inexpensive and provides another transportation option for the visitor. Taxis within the District run on a "zone" system rather than the traditional meter system, and fares are charged accordingly. Base fares start at \$2.50 during non-rush hour times; \$1.00 is charged per additional passenger.

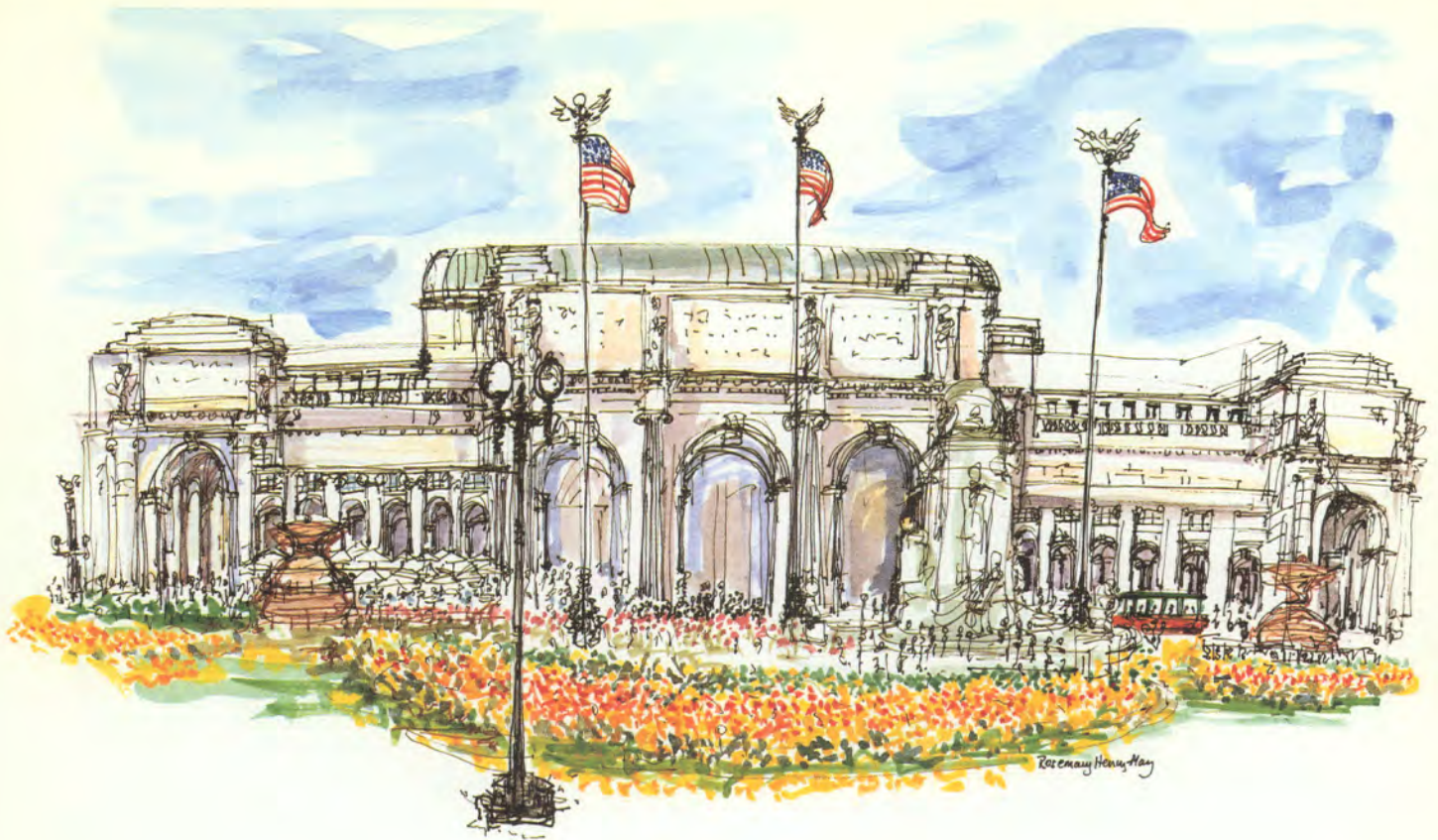
Limousines are a popular "Washington way" to travel, see the sites and experience the superb nighttime activity of the city. Limousines may be rented for as few as two hours at surprisingly low costs. For a truly elegant evening on the town in Washington, a limousine is a special treat. Limo services include *Admiral Limousine*, *Babel Tours*, *Butler's Limousine*, *Beltway Transportation*, *Carey Limousine*, *Cotter Limousine*, *Courtesy Associates*, and *Dav-El Livery*.

Washington is a terrific place to visit at night, during winter, summer, spring and fall. It's a nighttime experience of majestic beauty, busy activity, glamour, excitement and just-plain-fun! Washington is indeed a Capital City at night!"

## Discovering Washington's Neighborhoods

Well beyond Washington, DC's spectacular "National Mall" lies a city of charming and historic neighborhoods, just waiting to be explored.

The District of Columbia is filled with exciting attractions, fabulous restaurants and entertainment spots, spectacular parks and a variety of festivals and events to suit anyone's interests. But mostly, it is *people*—over 3.6 million who live, work and play in the greater Washington metropolitan area every day. In addition to the politicians, lawyers, bureaucrats and diplomats, Washington is a city of artists, performers, craftsmen,



entrepreneurs and professional office workers of every kind. The city's diverse population and unique history have given color to the main streets and back streets of the nation's capital city.

So why not discover the neighborhoods of Washington!

**Adams Morgan/Kalorama**—Along Columbia Road between 18th Street and Kalorama Park, NW, *Adams Morgan* is sometimes called Washington's "United Nations," although this multi-ethnic neighborhood has a distinctly Hispanic/Latin flavor. (The name "*Adams Morgan*" is a relatively new term; it is taken from two school buildings located in the area.) Fine restaurants abound, serving foods from around the world. Cuban, Latin, and South American restaurants are side-by-side with Ethiopian and French creole. Specialty shops and galleries, ethnic grocery stores, street vendors and colorful ethnic festivals, such as the annual "*Adams Morgan Day*," offer old-world charms to the curious traveler and Washington native alike.

**Capitol Hill**—Named for obvious reasons, the neighborhood includes the blocks surrounding the *U.S. Capitol Building*. In addition to major sites such as the Capitol, the *Supreme Court*, *Library of Congress*, and the *Senate and House Office Buildings*, the shady residential streets include rows of charming Federal and Civil War period townhouses, numerous art galleries, boutiques and intimate restaurants and cafes. *Eastern Market*, an old-style farmer's market is located here and attracts hundreds of residents every Saturday morning when local farmers sell their produce. Another "not-to-be-missed" attraction on Capitol Hill is the *Folger Shakespeare Library & Theatre*, one of the best in the world.

A few blocks from the Capitol, magnificent *Union Station* becomes the center of attention. This historic train station has been completely renovated to its original 1907 Beaux Arts style and now houses 120 shops, nine movie theatres, a host of restaurants and eateries, a Metro subway station and Amtrak national rail headquarters.

Right behind *Union Station*, the fascinating *Capital Children's Museum* provides a one-of-a-kind educational experience for young and old alike.

**Chinatown**—Located in the blocks around G & H Streets, between 6th & 8th Streets, NW, Washington's small *Chinatown* contains most of the city's Oriental restaurants and shops. A spectacular Chinese New Year's

Celebration fills the streets each February. The *Chinatown Friendship Archway*, at 7th and H Streets, NW, is a magnificent new addition to this colorful area.

**Dupont Circle**—In the late-1800's and well into the 20th century, this was Washington's most fashionable residential area. "Fashionable" still aptly describes the *Dupont Circle* area, which extends along Connecticut Avenue from N through T Streets, NW, and in the surrounding blocks east and west of the *Circle* itself. This still-Bohemian area is alive with restaurants, shops, boutiques, elegant Victorian rowhouses and colorful people. R Street is lined with fascinating art galleries. A visitor can always find an impromptu concert in the park or a serious game of chess at a sidewalk game-table.

This neighborhood also includes a variety of fascinating museums, such as the *Textile Museum*, the *Phillips Collection*, the *Woodrow Wilson House*, the *Anderson House Museum*, the *Christian Heurich Mansion* (home of the *Historical Society of Washington*), and the *Barney Studio House Museum*. Information on a guided walking tour of this "*Kalorama Museum Group*" in a comprehensive brochure is available from the Dupont-Kalorama Museum Consortium (202-387-2151).

**Embassy Row**—Most of the city's 150 foreign embassies and chanceries are found in this neighborhood, extending along Massachusetts Avenue, NW, between Sheridan and Observatory Circle and west of Dupont Circle. Many are housed in fabulous mansions that were once homes to Washington's social elite—many of these "elite" lost their fortunes during the Great Depression and sold their homes to foreign legations. The *Vice President's Mansion* is located at Observatory Circle. Coats of arms and colorful diplomatic flags adorn these magnificent residences block after block. Tree-lined avenues and quiet streets make this neighborhood ideal for a unique, relaxed walking tour.

**F Street/Downtown**—In the heart of the city, *F Street* is "old downtown" area, where the city's earliest department stores and merchants flourished. *Woodward & Lothrop* and *The Hecht Company* still flourish in this area. From 10th to 15th Street along F Street, shopping is still a key activity. *TICKETplace*, a half-price, same-day-performance ticket booth for area theatre, is located here, along with *The Shops At National Place* and

the *National Press Building*.

**Foggy Bottom**—Once a marshy, lowland area where trader clipper ships docked, (the foggy "bottom" area of the city), *Foggy Bottom* now encompasses the area between Pennsylvania and Virginia Avenues and from 22nd to 25th Streets, NW. Adjacent to rowhouses dating to the early 1800's, the *State Department*, *The George Washington University*, *Pan American Union*, and the *John F. Kennedy Center For The Performing Arts* all find their home. Small boutiques, neighborhood cafes, intimate hotels, fashionable shops at *The Watergate* and riverside recreational areas combine to offer a charming atmosphere for residents and visitors alike.

**Gallery Place**—This unique area includes the city blocks between E and H Streets and 4th and 9th Streets, NW. This neighborhood contains block after block of interesting browsing for art buffs. Visitors will delight in the *Smithsonian's National Portrait Gallery* and *National Museum of American Art* and the magnificent, restored *National Building Museum* at Judiciary Square nearby. The dynamic *Washington Project For The Arts* (WPA) also finds its home in this neighborhood. Seventh Street has become a corridor for art galleries and "living art" workshops.

**Georgetown**—Predating the city of Washington, *Georgetown* was once a thriving colonial port where goods from western Maryland farmlands were shipped to Europe. *Georgetown* was not incorporated into the city of Washington until much later. Technically, *Georgetown* is in the western-most part of the city, bounded by the Potomac River on the south and by Rock Creek park (the longest public park in North America) on the east.

Today, *Georgetown* is a charming, historic area that includes a variety of nightclubs, intriguing restaurants serving everything from Chesapeake Bay seafood to Indian, Indonesian, Thai and Vietnamese delicacies, specialty shopping and beautifully-restored, Colonial-period homes. *Georgetown* is also the starting point for the *C&O Canal* which extends north along the Potomac River for 185 miles. Historic homes such as *Tudor Place* and *Dumbarton Oaks* (housing North America's largest and finest private collection of pre-Columbian exhibit of pottery, artifacts, and Inca tunics) are open to the public for touring.

**K Street/Downtown**—When Washingtonians say "over by K Street," they mean the downtown business district, encompassing *K Street* and the surrounding blocks from approximately 12th to 21st Streets, NW. For ALTA Convention attendees this area is just steps away from the Mayflower Hotel. This area is generally the "private industry" working center of the city where one finds a host of restaurants ranging from fast-food to posh and elegant. Numerous hotels, beautiful public parks, fashionable shopping, colorful street vendors and every sort of hustle-bustle activity is found in this area. Street musicians entertain on busy corners to the delight of noontime lunchers, and visitors enjoy observing the activity of the city's "business hub."

**Pennsylvania Avenue**—One of Pierre L'Enfant's original "grand avenues," this "neighborhood" was once the business and social center of Washington life when the city was still a small town. *Market Square*, at the intersection of 7th Street, was a thriving farmers market where all Washingtonians purchased groceries. Today, "*The Avenue of the Presidents*" takes a stance as a majestic, central thoroughfare, leading from the Capitol Building to the White House. Massive renovation, new private enterprise and major redevelopments have literally rebuilt and upgraded the Avenue block-by-block, still preserving its grand character and statue. Several new hotels, parks, plazas, shopping complexes and office buildings have emerged in recent years. Major visitor sites include: the *Freedom Plaza*, the *Pavillion at the Old Post Office*, the historic *Willard Hotel*, the *National Theatre*, *The Department of the Treasury* and *The White House*.

Nearby, the Washington, DC Convention & Visitors Association (WCVA) operates the *Washington Visitor Information Center* at 1212 New York Avenue, NW. The Washington Visitor Information Center is open Monday-Saturday, 9am-5pm, and is the city's source of free sightseeing and travel information. For information call (202) 789-7000.

**Southwest**—For several blocks along Maine Avenue, the southwest waterfront has developed into a shimmering array of piers, sailboats, yachts, old-time steamboats, fishing boats, seafood markets and succulent restaurants. Locals gather to purchase fresh Chesapeake Bay crabs, oysters, clams and other seafood treats brought upriver to dozens of fish markets. A string of fine restaurants provide panoramic views of the Wash-

ington Channel, which runs between the waterfront and Haines Point to the east. Far across the Potomac River, planes land and take off from Washington National Airport.

*Southwest* is home to the Tony-award winning *Arena Stage*, *Bannecker Circle and Fountain*, and *L'Enfant Plaza* which contains shops, offices and a hotel. The somber *Titanic Memorial* is at the end of the channel walkway. The area is perfect for jogging, bicycling and walking.

**Tenleytown**—This neighborhood stretches along the north and of Wisconsin Avenue, above Georgetown, and as far as the District line at Chevy Chase, Maryland. In addition to many delightful restaurants, visitors will find the magnificent *Mazza Gallerie* shopping mall as well as a host of new boutiques and galleries.

**Woodley Park**—The predominantly residential area stretching north along Connecticut Avenue, upward from Calvert Street, NW, is known as *Woodley Park*. Once, this area was the "summer home" residence of many Washingtonians who relocated "uptown" to escape the downtown summer heat. Beautifully shaded streets dominate the area, providing a peaceful setting for the *Smithsonian's National Zoological Park*.

Several major hotels are located here, alongside fabulous "art-deco" apartment buildings from the 1930's. The *Washington National Cathedral*, Washington's own version of "Notre Dame," is also located here, high atop Mt. Saint Albans. Block after block of intimate restaurants, many with sidewalk cafes, put the finishing touches on this charming neighborhood. An afternoon visiting the *Zoo* or the *Cathedral*, topped off by a leisurely outdoor dinner is a perfect way to relax in *Woodley Park*.

Discovering the charm of Washington's many neighborhoods is easy as it is fascinating. By observing the inner life and character of the "city beyond the Mall," a visitor quickly discovers why Washingtonians love living here!

## March 2 Deadline for Room Reservations

Registration fees are set at \$255 for ALTA members, and \$135 for spouses/guests. The deadline for discounted registration rates is February 24. Room rates at the Stouffer Mayflower Hotel are \$165 single occupancy, \$185 double occupancy. Reservations may be made by reservation envelope (included in the registration material sent to each ALTA member) or by calling the hotel's reservations department at 202-347-3000. Be sure to tell them you are with the American Land Title Association to receive the discounted rates. Room reservations must be received by March 2. After that date, rooms at the discounted rate may not be available.

American Airlines has been appointed as official airline for this meeting. Whether you choose to fly into Washington National Airport (15 minutes to downtown Washington, D.C.); Washington Dulles International Airport in northern Virginia (about 45 minutes to downtown); or Baltimore/Washington International Airport in Maryland (about 60 minutes to downtown), American is offering 45% off regular coach fares and 5% off promotional fares for all attendees or travel agents calling 1-800-433-1790 and using the Star File #S-23Z24B.

For any convention or exhibit information, call the ALTA meetings department at 1-800-787-2582 (ALTA). For visitor information about Washington, D.C., write to the Washington, D.C. Convention & Visitors Association; 1212 New York Avenue, NW; Washington, D.C. 20005 to request a "Washington Visitor Map" and a comprehensive "Washington's Attractions & Tours" brochure.



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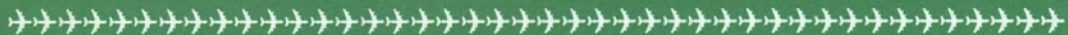
American Land Title Association

Washington, D.C.

March 25-27, 1992

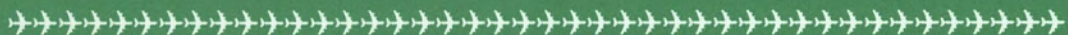
American Airlines is pleased to have been chosen as the official carrier for the ALTA Mid-Year Convention being held in Washington, D.C., March 25-27, 1992. Special arrangements have been made to assure you the best air service for the lowest possible cost.

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# 1992 ALTA MID-YEAR CONVENTION CALENDAR

## ***Monday, March 23***

10:00 a.m.-5:00 p.m.

Title Insurance Forms Committee Meeting

## ***Tuesday, March 24***

9:00 a.m.-5:00 p.m.

Title Insurance Forms Committee Meeting

10:00 a.m.-5:00 p.m.

Education Committee Meeting

2:00 p.m.-4:30 p.m.

Convention Registration

2:00 p.m.-4:30 p.m.

Government Affairs Committee Meeting

## ***Wednesday, March 25***

7:30 a.m.-8:30 a.m.

Improvement of Land Title Records Committee Meeting

8:45 a.m.-2:00 p.m.

Convention Registration

4:00 p.m.-7:00 p.m.

Convention Registration

9:00 a.m.-10:30 a.m.

Abstracter/Agent Section Executive Committee Meeting

9:00 a.m.-10:30 a.m.

Underwriter Section Executive Committee Meeting

9:00 a.m.-11:00 a.m.

Directory Rules Committee Meeting

9:00 a.m.-12:00 p.m.

Title Insurance Forms Committee Meeting

9:00 a.m.-5:00 p.m.

Lender and Life Counsel Meeting

10:00 a.m.-1:00 p.m.

Membership and Organization Committee Meeting

10:00 a.m.-11:00 a.m.

Various Tours Depart (optional)

11:30 a.m.-1:30 p.m.

Past Presidents Luncheon

12:00 noon-2:00 p.m.

Lender/Life Counsel Luncheon

12:00 noon-5:00 p.m.

Affiliated Association Officer-Executive Luncheon and Seminar

1:00 p.m.-5:00 p.m.

Indian Land Claims Committee Meeting

1:30 p.m.-5:00 p.m.

Board of Governors Meeting

2:30 p.m.-5:00 p.m.

Shuttle to Capitol Hill for Congressional Visits

5:30 p.m.-7:30 p.m.

Automation Exhibits Open

6:30 p.m.-8:00 p.m.

Ice Breaker Reception

## ***Thursday, March 26***

7:00 a.m.-8:30 a.m.

Land Title Systems Committee Breakfast and Meeting

7:30 a.m.-8:30 a.m.

ALTA/ACSM Liaison Committee Breakfast and Meeting

7:30 a.m.-9:00 a.m.

Research Subcommittee Meeting (Abstracter/Agent)

8:00 a.m.-2:00 p.m.

Convention Registration

8:00 a.m.-2:00 p.m.

Automation Exhibits Open

9:00 a.m.-11:45 a.m.

Educational Sessions

9:00 a.m.

Spouse/Guest Brunch

11:15 a.m.-6:00 p.m.

Various Tours (optional)

12:00 noon-2:00 p.m.

TIPAC Board of Trustees Meeting

2:00 p.m.-4:00 p.m.

Member and Exhibitor Sessions

2:30 p.m.-5:00 p.m.

Shuttle to Capitol Hill

5:30 p.m.

TIPAC Reception

## ***Friday, March 27***

7:00 a.m.-8:30 a.m.

Public Relations Committee Breakfast and Meeting

8:00 a.m.-10:00 a.m.

Convention Registration

8:00 a.m.-12:00 noon

Automation Exhibits Open

8:30 a.m.-12:00 noon

General Session

1:00 p.m.-4:00 p.m.

Various Tours (optional)



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# The 1992 Congressional Redistricting and Its Effect on the Title Industry

by Ann Hadley vom Eigen, ALTA legislative counsel

*The new Congressional Redistricting will have a dramatic effect upon our industry at large. Learn the inside information on this crucial subject.*

idly voted their constituency, they may well find themselves running for re-election in Congressional districts which include few, or even none of their current constituents. This result could occur as a result of the 1992 redistricting effort.

"Redistricting" is the reconfiguration of existing Congressional districts and the creation of new ones, based on population shifts that were uncovered in the 1990 census count. Specifically, in ongoing efforts to assure that individual Americans are accurately represented in Congress—i.e., that each individual's vote counts equally in the House of Representatives, all 50 states must reconfigure their Congressional districts after each census. These new districts, detailed in maps developed and approved by state legislatures, must reflect the interstate and intrastate population shifts that occurred between 1980 and 1990.

How or why does redistricting affect our industry? The answer is a complicated one. The ALTA may lose its existing allies on the Hill if the representatives in question are not re-elected, or choose not to run again. On the other hand, redistricting also presents a dramatic opportunity for the title insurance industry to begin educating those individuals seeking office in new or revised districts about issues affecting our industry.

The breadth of these changes is illustrated by how redistricting is likely to affect the membership on the Committee on Banking, Finance and Urban Affairs in the House of Representatives ("House Banking"). The House Banking Committee considers Federal housing legislation has jurisdiction over the Real Estate Settlement Procedures Act which regulates our industry, and the recently-enacted banking legislation. Leadership positions in the House Banking Committee, such as assignments

to chair subcommittees, and appointments to serve on conferences to settle the difference between House and Senate versions of legislation, are based on seniority. Because of redistricting, many of the most senior members of the House Banking Committee will face tough re-election races. Consequently, they may opt for retirement from public service. There is thus, a strong possibility that our industry may find itself working with an almost totally "new" House Banking Committee in the next Congress—filled with as many as 25 new faces. The ALTA and the rest of the title insurance industry will need to make these members aware of the industry and its concerns. The 1992 elections present an opportunity for industry members to begin this challenging undertaking.

To specifically illustrate the effects of redistricting, we need only look at recent developments. Many inner cities are losing population to more suburban areas. This population shift results in fewer urban seats. In early December 1991, Representative Frank Annunzio (D-IL), chairman of the Financial Institutions Subcommittee of the House Banking Committee announced his retirement. Chairman Annunzio represents several Chicago neighborhoods. As Chairman Annunzio has been a key actor on banking legislation, he has been sensitive to constituent needs, and has proven his support for our industry. During consideration of the banking legislation, Chairman Annunzio's support of the ALTA sponsored amendment offered by Representative Larry LaRocco (D-ID) (which prohibited national banks from selling and underwriting title insurance), was key to its adoption. A major element of Representative Annunzio's decision to re-

*continued on page 37*

**E**arly this spring, many members of the American Land Title Association will travel to our nation's Capital for the 1992 Mid-Year Convention. At that time, title insurance industry representatives will meet with their elected representatives and discuss industry concerns. In 1991, ALTA members will gain some insight into a threatening predicament facing current member of the House of Representatives.

While members of the House may have served in Congress for many years and sol-

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# Dick Cecchettini— Portrait of a President

by Adina Conn, *Title News* editor

**D**ick Cecchettini is a man who doesn't mince words. Ask him a question and he'll answer you truthfully.

He describes himself as being outspoken, honest, supportive and forthright. He *neglects* to mention he is also a very sincere individual, possessed with a fine sense of humor. He is a real "no-nonsense, nuts-and-bolts" kind of guy. It's an interesting polarity that exists in this man. If you sit in a room and quietly observe him, you will find Dick Cecchettini pensively listening to the ongoing discussion. Studying his face, you can see the actual thought process taking place, as he sits silently, carefully assessing the situation at hand. It is that moment when he shares his thoughts and opinions, that his message is driven home in one great force. His words are candid, masterful, intelligent, clear and expressive (sometimes even expletive in nature, as he has said on occasion)! Lest one forget to mention, Dick Cecchettini is also possessed with a remarkable business acumen. His ALTA peers have long admired Cecchettini's innate political skills in his guiding the varying Association interests to a consensus on difficult issues.

It is all of these qualities that have aided Dick Cecchettini, president and CEO of the Title Insurance Company of Minnesota (Minnesota Title), and current ALTA president, 1991-1992, in achieving his present professional status.

Raised in what he deems a "semi-rural area" outside of Sacramento, California, Cecchettini describes his early family life as being "normal." His

father worked very hard to survive the Great Depression. Yet, he always made time to spend with his sons. Says Cecchettini, "My best childhood memories are of pheasant hunting trips with my Dad, driving the tractor through our orchard, playing varsity baseball and basketball in high school, and playing some semi-professional baseball."

In the years that followed, Cecchettini went on to attend the University of California at Berkley, majoring in history. After college, he served two years in the military. Then came his entry into the title insurance industry—in a most roundabout way. After his military discharge, Cecchettini found himself selling life insurance for a very brief period of time, and as he quickly adds, "quite unsuccessfully!" It was then that he sought "gainful employment," and as he says, "dropped in" on California Pacific Title Company in Sacramento [subsequently acquired by Tigor Title Insurance Company]. Says Cecchettini, "it seemed to me to be a business offering personal growth potential. So . . . I started on December 15, 1958, as a tax searcher, and have been in the business ever since!"

It was in the title industry that Cecchettini found his mentors and role models. Hal Labrie of California Pacific Title reinforced in him the value of integrity, and helped instill in him a true sense of work ethics. Alan McGurk of Tigor Title taught Cecchettini how to analyze title operations and gave him a true appreciation of expense management. And lastly, it was Ernie Billman of Safeco Title that, as Cecchettini fondly words it, "showed me the balance between being 'presidential' and



Dick Cecchettini (left) found with his "catch of the day," with friend and ALTA Association member Roland Chamberlain Jr.



Dove hunting in Mexico.

a warm human being.”

Today, Dick Cecchetti continues to balance the professional and personal aspects of his life. He is a much at home in a business suit as he is donning his denims. In his spare time, Cecchetti can be found at home gardening, farming, reading, or more adventurously pursuing two of his favorite pastimes: hunting and fishing. In addition to this, Cecchetti often spends time with his three horses, two goats, and other animals at his nearby farm.

He is the father of five children: Christopher, age 32; Mark, age 30; Gregory, age 29; Janet, age 27; Elizabeth, age 24 (also a December 1991 newlywed); and grandfather to four; Kathleen (Katie), and Nicolas, both age 6; Eric, age 4; and three-year-old Sarah.

Apart from this, Dick Cecchetti remains very guarded regarding his personal life. He was married for 16 years, when tragedy struck. In 1982, his wife, Judy, contracted cancer. She died five years later in 1987. He has not remarried. ALTA members have very fond memories of Judy, remembering her as a very vibrant, warm and loving individual. And although he is not quick to volunteer information about his private life, Judy's presence remains a very dear and strong one to him. While being installed as newly elected President at this last year's ALTA banquet at the Association's Annual Convention in Boston, Dick Cecchetti dedicated his acceptance speech and his years of service in the ALTA to Judy.

Shortly before the New Year, Cecchetti responded to a variety of questions in this very special **Title News** interview:

## DOSSIER ON DICK CECCHETTINI

### Title News—January 1992

**Name:** Richard A. Cecchetti

**Title:** Executive Vice President  
Title Insurance Company of Minnesota  
Minneapolis, Minnesota

**ALTA Service:**

- Chairman, Title Insurance Section, New York State Land Title Association.
- Chairman, Young Titleman's Committee, American Land Title Association (ALTA).
- President, New York State Land Title Association.
- Member, Research Committee, ALTA.
- Member, Board of Directors, ALTA.
- Chairman, Public Relations Committee, ALTA.
- Member, Executive Committee, ALTA.

**Outside Interests:** Gardening, reading, hunting and fishing, horseback riding, dining out.

**Hobbies:** Hobby farming, model building (just started).

**Professional Background:** Dick Cecchetti began his title insurance career in 1958, with California Pacific Title in Sacramento, California. He performed a variety of duties in both title and escrow operations before advancing to Escrow Branch manager and then County Office manager, first in Merced, California, then in Orange County, California.

In 1972, he was transferred to New York as executive vice president and chief operating officer of Title Guarantee Company. He subsequently became president of that company and senior vice president-Eastern Region for Pioneer National Title.

In 1976, Cecchetti was transferred to Chicago as senior vice president for the 19 state Central Region of the company.

In June, 1981, he joined Minnesota Title as senior vice president-Operations. He is now executive vice president, chief operating officer and a director of Minnesota Title.

**Education:** University of California, B.A., History.

***As incoming ALTA President, what is/are your greatest priorities for the coming year?***

I'd Like to encourage the membership to take a more active part in determining what services they expect and want from the ALTA. I'd also like to ask each and every individual how much he or she is willing to pay for those services. It is vitally important that we as an Association, maintain an atmosphere whereby agents and underwriters can appreciate, that while our interests may not always be the same, we must all work together harmoniously for the common good.

***As we enter 1992, what issues do you feel will be the most prominent ones for the industry as a whole?***

Solvency, profitability, claims reduction, controlled business and concurrent changes to present distribution and delivery systems, as well as survival.

***What obstacle(s) do you feel will be the greatest for the industry in the coming years?***

The answer to that is what I choose to deem our industry's inherent "ostrich syndrome." Specifically, that is our failure to confront and resolve key issues, coupled with our avoidance of regulation, and our inability to attract capital.

***What legislative areas do you feel the Association needs to give the highest priority to in the immediate future?***

Solvency and the intrusion of the entry of banks into the title industry.

***What is the greatest misconception you think the outside public has of our industry?***

Our claims are low and our profits are high.

***Thus far, what has been the greatest challenge in your career?***

It's occurring right now. The greatest challenge has been and continues to be determining how to drag my company and this industry out of the "dark ages" before it [we] self-destruct.

***We are still in the midst of a great recession. With the real estate market presently undergoing***



Dick and Judy Cecchettini in a joyous moment of repose.

Judy Cecchettini (from left) with daughters Janet and Elizabeth.



Granddaughter Katie sits high in the saddle as she strikes a pose atop one of Dick's several horses.

**difficult times, what are the primary areas where the national association can contribute to helping solve this dilemma, as you move into your ALTA presidency?**

It is my firm belief that we must concentrate on the areas of education, statistical data gathering and more widespread distribution thereof to our members, our customers, as well as the public. We should make a concerted effort to make the public, our clients and our regulators more aware of the plight of our industry. Such action may very well result in the institution and implementation of more effective regulations which protect our profession from the intrusion of outside sources into our industry, as well as lead to a better appreciation of our business at large.

**If we continue along in this recession, what do you foresee will happen to Errors and Omission (E&O) coverage for our small business owners? Will the small business owners be provided for? Will E&O coverage be completely unaffordable to them?**

I don't see a direct linkage between the recession and E&O availability and/or affordability—unless E&O claims increase as a result of the recession. I have a strong sense that underwriters are beginning to hold agents more accountable for their mistakes. I therefore believe that realistically, agents can't afford *not* to have E&O coverage.

**What do you feel have been the greatest changes in the industry since your initial affiliation with the ALTA?**

Ownership by "non-title" corporate entities, and risks of loss going far beyond policy coverage. A vast change has also occurred with regard to entry into the business by many unqualified people who view our business not as a valuable service to the public, but as a "cash-cow" to be milked.

**Which areas do you feel can be improved with respect to the relationship between the ALTA and the various state title associations?**

None. I think the relationships are pretty solid at present. That doesn't mean we can slough off and relax. We

need to continue to work at maintaining the relationships and assisting state associations with their educational efforts.

**There have been an increasing number of women in the title industry over the past several years. Still, this seems to be an industry which doesn't see a vast number of women or minorities in management positions. Are we an industry of attraction rather than promotion?**

Women are assuming an increasing role in the business. In the escrow area, for example, women are dominant. We see more female legal counsel each year. Also, more women are moving into branch management and administrative areas, and many agency operations are owned and operated by women. Admittedly, few women have achieved senior management positions with underwriting corporations, but I see no reason for this situation *not* to be rectified in the near future. Minorities, however, are another issue. While I believe that most companies have been supportive of affirmative action programs, my perception is that we have not collectively done a good job of attracting minorities with upper

management potential. This may in part, be due to the fact that our track record for advancement is too slow for the better qualified candidates.

**For years, various members have looked upon the Association (consciously or unconsciously), as a "club." It seems, however, that with the number of recent mergers and acquisitions in our industry, coupled with the threat of bank intrusion into our business, and the present state of the economy, that there must be some thought given to running our Association geared to a more business and profit-like level. Do you believe it is possible to achieve the latter while still maintaining a warm "club-like" atmosphere?**

Yes. It is entirely possible to charge for services and *still* maintain a warm atmosphere, *provided* the membership is convinced the cost/benefit of these services are worthwhile. This will entail more effort on the part of the ALTA staff as well as elected officers to demonstrate the value of these services.



Dick Cecchettini (from right) with his father (who recently celebrated his 92nd birthday), and brother Donald.

# Soar With the Eagles to Paradise

“**S**oar with the Eagles,” is the focus of the new campaign developed for recruiting prospective ALTA members. The 1992 ALTA Membership Campaign is in full swing, with the Association’s Membership and Organization (M&O) and Recruitment and Retention (R&R) Committees breathing new enthusiasm into its membership drive. Under the Chairmanship of Gerald R. Faller, the goal of this year’s M&O Committee is the recruitment of at least 125 new ALTA members.

The idea for the new campaign slogan was conceived in November of 1991, when the Membership Committee convened in Atlanta. At that time, the group was faced with a real dilemma. ALTA’s Title Industry Political Action Committee (TIPAC) wanted to use the M&O’s already existing “President’s Club” name for a new donation category for TIPAC members. The name was given to TIPAC but so as not to confuse members, a new replacement name for the recruiter membership club was sought. At the Atlanta meeting, a “creative brainstorming session” was held to discuss the idea of implementing a new name for ALTA recruiters. Finally, the “Eagle’s Club” (a logical choice, considering the high visibility of the ALTA logo with the eagle symbol) was chosen. And, with the new name came the slogan, “Soar with the Eagles,” a melding of everyone’s idea on the M&O Committee.

To add to their campaign, members of both committees decided to take a new approach to recruiters. In the past, prizes were drawn for recruiting members at ALTA Annual Conventions. This year, however, only the top recruiter will receive a prize—a beautiful framed print, depicting a scene from the ALTA’s Annual Convention host site, Maui, Hawaii. The presentation

will be made at either the 1992 Annual Convention General Session or annual banquet. Also, an attractive commemorative leather coaster will be sent to existing members, for each new member recruited. Recruiters will be invited to attend the New Member and Recruiter Breakfast at this year’s Annual Convention. At that time, they will be inducted into the “Eagle’s Club” and will receive a personalized certificate. Also, new gold and black eagle stickers for convention name badges will be affixed to recruiters’ convention name badges. **Title News** will continue to identify new ALTA members and their recruiters.

To add to this, the M&O committee aptly designated the theme for this year’s membership campaign (which ties in directly with the Annual Convention in Maui), “Join us in Paradise.” This is the first time in three years that a membership theme has been implemented.

As Membership Chairman Gerald Faller states, “Members old and new have always been the focus of our Association. This year is no exception. Although we have set a goal of recruiting 125 new members for 1992 [that’s 10 over last year’s recruitment figures], there are thousands of potential members. If every ALTA member made an effort to recruit one new member, we clearly would be a stronger Association. However, we can’t succeed without everyone’s help and efforts.”

The Committees have gotten aggressive in their goal setting for new members, even offering tips on the “how tos” of recruiting: During a luncheon with other industry members, for example, one can promote ALTA membership to other non-members, explaining why one should belong to the Association, as well as pointing out member benefits. Says Faller, “The assistance

and expertise provided by our Association is invaluable. The ALTA is the only national association that represents abstracters, agents, underwriters, and affiliated firms. The Association offers you conventions, educational programs, insurance, advertising, political assistance, and a myriad of other tools of the trade. In sum, the ALTA is a very valuable part of the title industry.”

This year, a primary concern of both committees is trying to dispel the myth that non-members are receiving all the necessary information they need from other sources. “If we’re to be really effective in our lobbying efforts, we need to represent as many folks as possible. And it follows naturally, the more people you represent, the more power you hold,” says Pat Berman, ALTA director of education and membership services.

And there’s more!

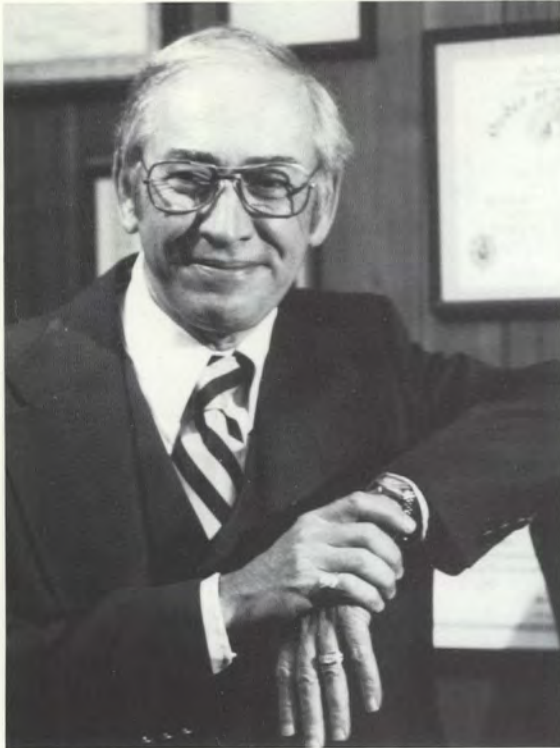
The “Traveling Kiosk” will make its grand debut at this year’s ALTA Mid-Year Convention in Washington, D.C. Located near the ALTA Registration Booth, the new portable unit will become the official “message center” at Association conventions, in addition to serving as a focal point for recruiting. Easy to assemble, the kiosk will also travel to various designated affiliated regional and state conventions, where it will be manned by an ALTA committee member. The unit will serve to enhance the Association’s image with members and potential non-members alike.

Members will also delight in learning that the Association has created a new staff position, manager of membership/marketing. The responsibilities include the development, implementation and coordination of programs which will enhance the value of ALTA membership to existing and potential members. Kathleen Robinson, newly ap-



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—John Ruskin (1819-1900)

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# ALTA Membership— How it works for you:

## Networking

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## Political Action

Monitoring government initiatives in time to shape the outcome. Voicing your concerns to Congress and regulatory agencies.

## Education

Teaching you at every turn through seminars, Land Title Institute correspondence courses and videotapes, and publications.

## Automation

Keeping you abreast of the latest national trends.

## Insurance Services

GIT—Group Insurance Trust—medical, dental, life, and disability insurance.

TIAC—Title Industry Assurance Company—errors and omissions insurance.

## Leadership Opportunities

Your chance to shape the direction and scope of the title industry.

## Conventions

Bringing you timely topics and knowledgeable speakers at attractive locations.

## Publications

Information targeted and tailored to your needs and interests.

## Directory Listing

ALTA's state-by-state **Directory** serves as a source for business and publicizes your membership.

pointed to this position, will perform all facets of promotion of membership affiliated with the ALTA. Robinson will process all membership applications, serve as the primary source for information about membership programs and services, organize and coordinate new member welcome functions during conventions, and, research and develop new marketing opportunities for the Association. Robinson will also serve as the staff coordinator for both the Membership and Organization Committee, and the Recruitment and Retention Subcommittee. In her new position, Robinson will be responsible for follow-up calls with new members, monitoring recruitment and retention efforts, and assisting with committee mailings and special membership projects.

All of the above certainly proves it will be a busy time for the two Association committees. As Faller so appropriately states, "Through the hard work and efforts of both committees and each of us individually, the ALTA will continue to grow and prosper in its membership and the services it provides to us . . . All members are potential recruiters of new members. And hopefully, readers of this article, along with newly recruited members will 'soar with the eagles in paradise!'"

\* \* \*

Applications for ALTA membership can be found in the back of the **ALTA Directory**. For additional applications and/or information please contact the ALTA office at 1-800-787-ALTA.



*Gerald R. Faller, 1991-1992 chairman of the ALTA's Membership and Organization Committee, is president of Green Bay Abstract and Title Company, Inc., Green Bay, Wisconsin. He has been involved in the title industry since 1979. He and his family have owned and operated abstract and title companies for four generations.*

# Happy New Year!



Rich McCarthy of ALTA staff does his best to herald the new year with trumpet fanfare. Joining him in this lighthearted photo session are his colleagues at ALTA (back row, from left: Rich McCarthy, Gary Garrity, Sherri-Lynn Minor, Teresa Gant, Edna Day, Pat Berman, Sharon Johnson, David McLaughlin, Andria Krug, Carol Gore, Adina Conn and Kathleen Robinson. Front row, from left: Leigh Vogelsong, Phyllis Slesinger, Jim Maher, Ann vom Eigen and Colleen Terry.)

The ALTA staff looks forward to working for you in the year to come. All of us at ALTA wish you the best of business and the happiest of times for you and your family in 1992.

# 1992 Dues Increase

by Richard A. Cecchetti, ALTA president

As most of you know, ALTA members were advised of a proposed dues increase for 1992. That increase was approved, with several changes, by the Board of Governors in early December and is reflected in the projected dues receipts in the 1992 Budget discussed in the accompanying **Title News** article by David McLaughlin of ALTA staff. The 1992 dues schedule provides for title insurance underwriters to pay pursuant to the following schedule:

\$0 to \$500,000:	\$550		
\$550,001 to \$1 million:	\$1,000		
\$1.1 million to \$25 million:	\$100 per \$100,000	(or part thereof)	(\$1,000 per \$1 million)
\$25.1 to \$100 million:	\$55 per \$100,000	" "	(\$550 per \$1 million)
\$100.1 million to \$300 million:	\$50 per \$100,000	" "	(\$500 per \$1 million)
\$300.1 million to \$500 million:	\$25 per \$100,000	" "	(\$250 per \$1 million)
\$500.1 million or more:	\$10 per \$100,000	" "	(\$100 per \$1 million)

Abstracters and title insurance agents will pay dues in accordance with the following schedule:

\$100 additional for each \$100,000 (or part thereof) in additional revenue up to a cap of \$3,500:

\$0 to \$100,000:	\$200	\$500,001 to \$600,000:	\$700
\$100,001 to \$200,000:	\$225	\$600,001 to \$700,000:	\$800
\$200,001 to \$300,000:	\$350	\$700,001 to \$800,000:	\$900
\$300,001 to \$400,000:	\$500	\$800,001 to \$900,000:	\$1,000
\$400,001 to \$500,000:	\$600	\$900,001 to \$1 million:	\$1,100

\$100 additional for each \$100,000 (or part thereof) in additional revenue up to a cap of \$3,500

Associate members will pay \$300. Dues invoices should have been received by all members in December 1990. If you did not receive a dues invoice, please contact the ALTA office in Washington, D.C., as soon as possible.

Most of the changes in the proposal mentioned above deal with the proposed increase in the minimum dues. That increase was partially rolled back by re-instituting a \$0-to-\$100,000 recognition that nearly all of these very small businesses are truly limited in their ability to bear the dues increase imposed last year on this class of members, let alone another increase. Another exception was also established for regional or state associations who require dual membership. Dual membership requirement state associations presently are those in: Colorado, Indiana, Iowa, Michigan, Minnesota, Montana, North Carolina, Oklahoma, Oregon, South Dakota and Washington. For members in those associations, the minimum dues was retained at \$200 for revenue below \$200,000 in recognition of the positive benefits to ALTA of such a requirement. Finally, the Board deferred action on proposed increases in both minimum and maximum agent dues scheduled for 1993 and beyond.

Several points should be considered in connection with this

increase. While it is true that reviewing the general dues schedule was prompted by the shrinking revenue base brought through title insurer mergers in recent years, there were other changes which needed to be addressed as well. No general dues increase had occurred since 1983 (effective in 1984). Dues receipts had essentially remained flat after inflation since 1984. Dues receipts have been almost unchanged on an absolute basis for several years, showing an actual decline in 1991. The ALTA has diligently worked to keep costs down while maintaining—and substantially increasing our level of member services. Several steps were taken in this upgrading process and are indicated as follows:

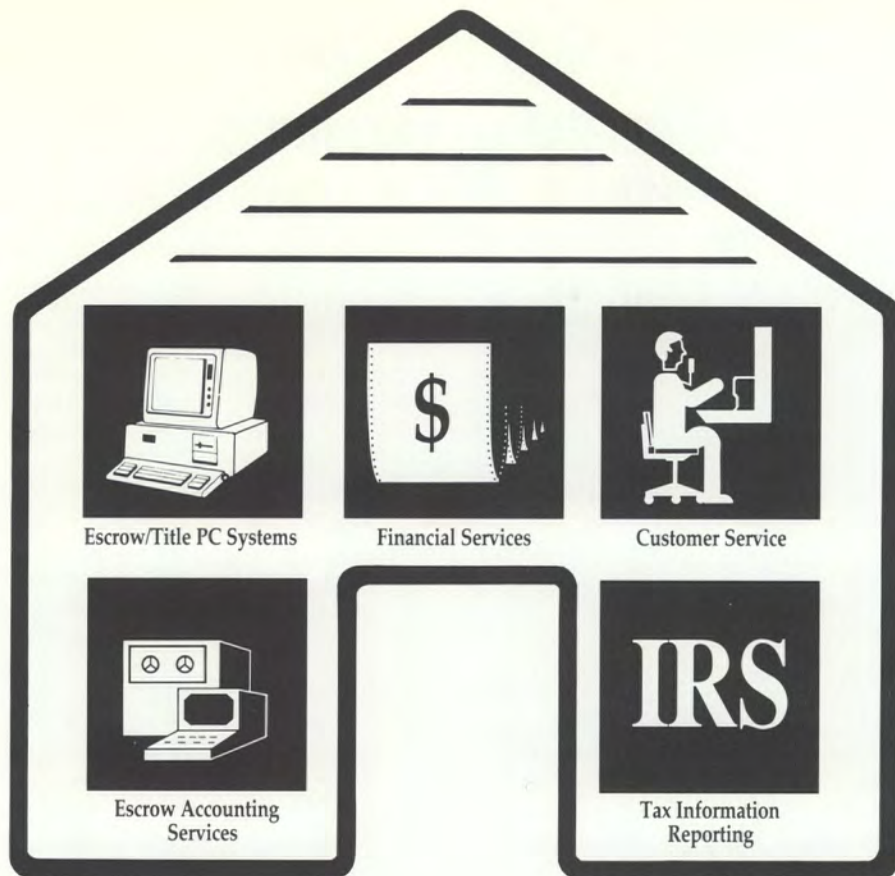
- The ALTA office has been substantially automated. Initially, this involved considerable capital outlays. The upgrade in automation, however, has permitted us to operate with significantly less clerical staff than our current level of services would otherwise require. It has also allowed for various expenses, like the layout and design of the **ALTA Directory**, maintenance of our mailing list, generation of convention registration reports and tickets, and many other functions. Most of these functions now are performed on a more timely and accurate basis under our direct control.
- Several staff positions were added which, while increasing overall personnel costs, greatly contributed to reducing other costs in various staff individuals' respective areas of responsibility. Generally speaking, such actions more than offset those additional salary expenses and increased levels of service as indicated below:

General Counsel. Adding this in-house position has allowed us to provide far better service to our legally-oriented committees, to the Board of Governors, and to the Association regarding its corporate concerns. By utilizing staff for these functions, enormous outside legal expenses have largely been avoided. This probably represents our most significant single area of cost savings.

Director of Education and Membership Services. We have been able to greatly increase the level and quality of educational services delivered to our membership. The Land Title Institute's correspondence course (i.e. substantive regional seminars, and the great increase in the educational content at our conventions—with no additional cost to the membership. This has been accomplished because most of these attractively-priced activities have been self-supporting and have generated enough additional revenue to pay for staff and all other overhead expense while accumulating capital for future educational projects such as the production of additional videotapes.

Director of Meetings and Conferences. This position has had a direct effect on the quality and character of our

*continued on page 38*



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# Charting Rough Financial Waters ALTA's 1991-92 Financial Report to the Membership

By David R. McLaughlin ALTA vice president of administration

**A**fter navigating rough financial seas that include encountering a reduction in the dues base, the ALTA Board of Governors have approved a 1992 operating budget and revised dues structure that will allow continuing effective activity of the Association despite a lower dues revenue level. ALTA President Richard A. Cecchetti reports on the dues increase in a corresponding article in this issue of **Title News**.

For 1992, the Association is projecting revenue of \$2,576,650 and expenditures of \$2,349,490 as presented in Exhibit 1. The ALTA Reserve Asset Fund ("rainy day" fund) balance currently stands at \$3,375,756.

A visual representation of the budget is depicted in the charts shown in Exhibit 2. Membership dues account for 77 per cent, by far the largest portion of total revenue received. Expenditures also are shown as a percentage of the budget. The percentages deviate slightly from year to year.

We have witnessed a slow, staggered growth rate in membership the last few years. The overall rate has been restricted by member company mergers and consolidations. Exhibit 3 shows the membership categories and total dues paid by each type of member. Underwriters account for 61 per cent of the dues total with the abstractors/agents remitting 35 per cent of the total dues and the remaining 4 per cent coming from Associate members.

In 1990, ALTA minimum dues were increased for the first time in seven years. While dues "caps" for underwriters and agents have been adjusted at various times over the past decade, it has been eight years since there was an across-the-board increase in dues. From 1984 through the present, ALTA expenses have increased nearly 28 per cent and, over the same period, the Consumer Price Index has risen 36 per cent. Holding the increase in ALTA expense 8 per cent below the CPI increase—while expanding staff and member services—reflects careful financial management and aggressive

cost containment through the Association leadership and staff.

The 1992 operating budget concentrates on reducing or eliminating those expenses less directly attributed toward delivering services for members of the Association. In addition, more attention is focused on developing non-dues revenue sources with the objective of placing less of the operational cost burden on dues.

An examination of General Fund Expenses documents the cost containment mentioned above for 1992. Legal and Professional Services, Public Relations, Special Projects and Staff Salaries together have been reduced a total of \$207,600 from the 1991 expense budget. This reflects moving parts of the salaries for two executive positions to funding by non-budget, non-dues income. Cost containment also is seen in the "freezing" of executive staff salaries for 1992.

Also, there is a total of \$51,000 in reductions in the accounts for Travel, Postage, **Title News**, and the ALTA membership **Directory**. This is accompanied by the elimination of a number of incidental-type expenses totalling \$5,700.

Along with the obvious emphasis on cost containment and reductions in certain areas of activity, there have been carefully determined enhancements designed to increase the value of ALTA membership. An excellent example is strengthening the electronic communications link between ALTA members and the Washington office of the Association through recent introduction of a member toll-free number for calling the office (800-787-ALTA), and through installation of a broadcast FAX service that allows simultaneous transmission of messages to members across the nation. These innovations have proved especially important during recent ALTA member lobbying activity with Congress on legislation to stop national bank incursion into the title insurance business.

Expenditure levels in recent years reflect an active ALTA response to the

tremendous changes undergone by the title industry in recent years. This pro-active ALTA stance has led to stronger national identity for the industry and an increase in the volume and quality of membership services. In meeting this challenge, ALTA has increased staff from 12 to 17 persons; expanded and renovated its Washington office; computerized its work product; and added the full time positions of General Counsel, Director of Research, Director of Meetings and Conferences, **Title News** Editor, Director of Education, and Director of Membership Services. The complex needs of the ALTA membership have accentuated the importance of these and our other staff professionals in providing high calibre representation and services on behalf of the title industry.

Emerging national issues repeatedly emphasize the far-sighted wisdom of industry leaders who in 1907 created ALTA as an industry-level organization for accomplishing what no individual company can achieve alone. Paradoxically, the need for a strong national title association has never been greater than in the 90s, when an ailing economy demands the battle be fought with diminished financial resources.

Although the 1992 ALTA budget has been trimmed, it is important to reiterate that the basic profile for member services has been left relatively intact so ALTA can continue with unimpaired capability and a solid financial foundation. As a result, the industry through its national Association is headed for the next century well positioned to fully represent the collective needs of a diverse membership.

Supported by a substantial majority of the ALTA membership, the Board has responded to the need for continuing to effectively represent the industry in difficult economic times. Backed by this precedent, the Association has set sail for effectively meeting the many challenges that lie ahead.

## Exhibit 1

### 1992 APPROVED INCOME & EXPENSE BUDGET

#### GENERAL FUND INCOME

Dues	\$1,992,470
Investment Income-Operating	24,000
Membership Processing Fees	4,680
Conventions	442,000
<b>Title News</b>	70,000
<b>Directory</b>	26,000
Special Projects	17,500

#### TOTAL INCOME

\$2,576,650

#### GENERAL FUND EXPENSE

Legal & Professional Services	\$ 250,000
Conventions	392,180
Committees	169,550
Public Relations	30,000
Rent-Occupancy	217,000
Personnel-Salaries	654,000
Personnel-Benefits	106,770
Personnel-Pension	83,190
Travel	104,500
Telephone	27,400
Postage	61,000
Supplies	10,500
Computer/Word Processor	10,000
Duplicating	12,000
<b>Title News</b>	70,000
<b>Directory/Manual</b>	28,000
Bulletins	48,000
Dues & Subscriptions	4,500
Insurance	30,500
Audit	14,000
Special Projects	10,000
Miscellaneous	6,400
State Legislative & Regulatory Fund	10,000

#### TOTAL EXPENSE

\$2,349,490

#### GENERAL FUND INCOME OVER EXPENSE

\$ 227,160

#### TIPAC ADMIN. FUND INCOME

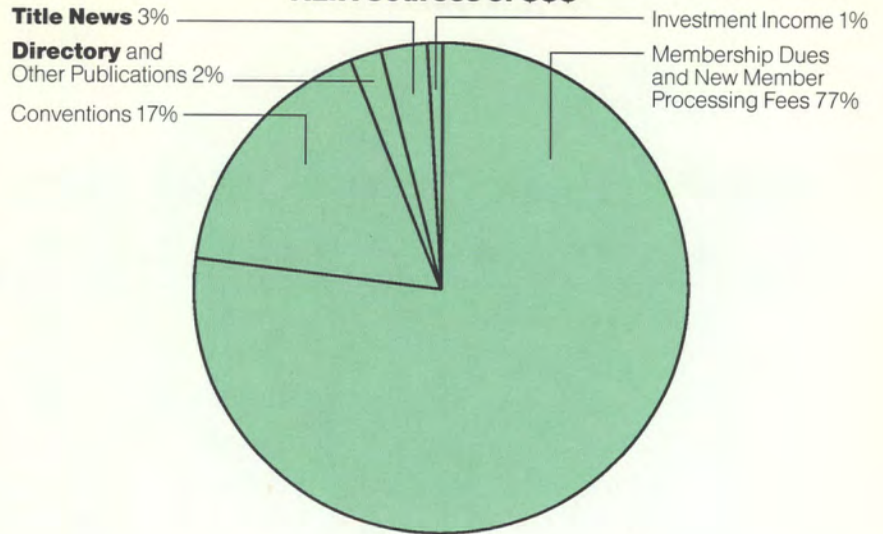
\$ 32,000

#### TIPAC ADMIN. FUND EXPENSE

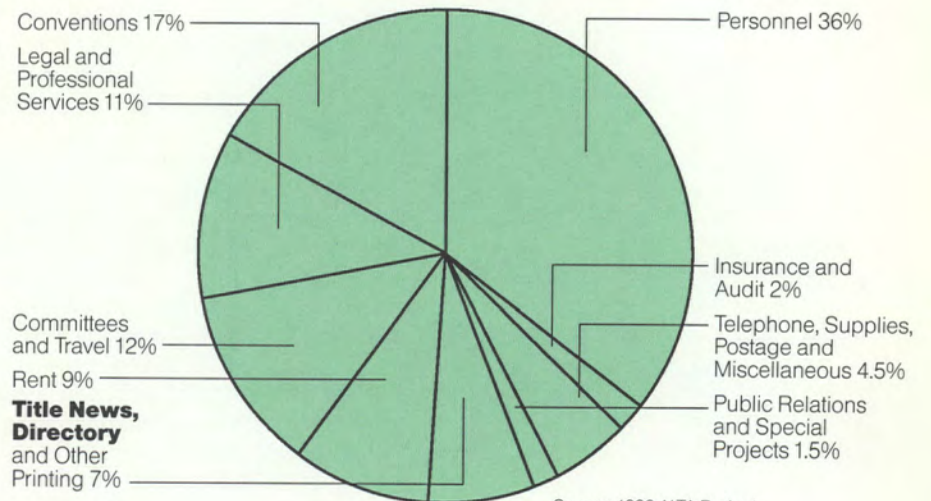
\$ 32,000

## Exhibit 2

### ALTA Sources of \$\$\$

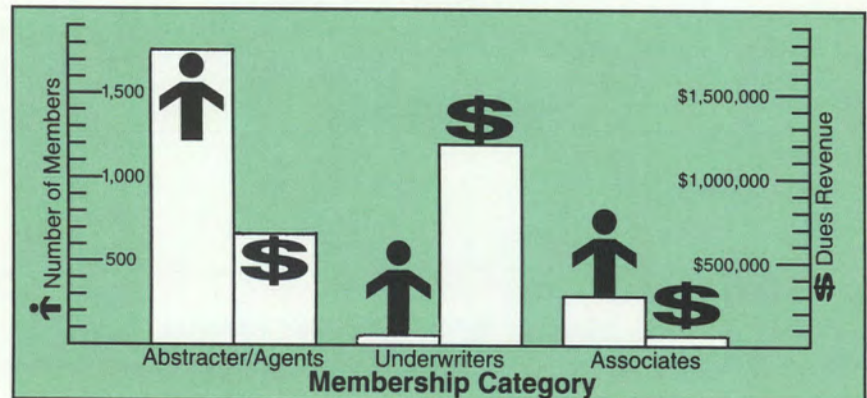


### ALTA \$\$\$ Expended



Source: 1992 ALTA Budget

## Exhibit 3



Source: 1991 ALTA Financial and Membership Data

# Some Economic Good News On the Horizon for Title Insurers

by Richard W. McCarthy,  
ALTA director of research

**A**fter what have been its most distressing financial years since 1929, the title insurance industry finally seems headed for improved economic conditions.

ALTA projections indicate the title business will rebound from the current real estate depression with total underwriter operating revenue of \$4.05 billion in 1992, which is an increase of 5 per cent from the previous year.

Cost controls and improved efficiency among title insurers are expected to reduce the industry operating loss, before investment income, to \$176 million for 1992 after a projected loss of \$287 million in 1991.

Loss and loss adjustment expense in 1992 will continue to reflect the long loss "tail" characteristic of title insurance that is more representative of past than current writing, holding at approximately the level of \$420 million expected for 1991.

As a further indication of the improving market, title insurer investment income is expected to reach a profit level of some \$50 million in 1992 following a projected 1991 loss of about \$60 million. Industry investment income logged a profit of \$62 million in 1989 and a loss of about \$70 million. Industry investment income logged a profit of \$62 million in 1989 and a loss of more

than \$11 million in 1990.

Title insurer reserves and surplus stood at a projected total of more than \$2.4 billion at the end of 1991.

With cost controls in place, the industry is well positioned for a gradually improving residential market that is expected to emerge as mortgage interest rates remain below 10 per cent throughout 1992. After dipping below 1 million for a near-record low in 1991, housing starts are expected to improve by moving to a 1992 range of 1.3 million units, while existing home sales should improve slightly from around 3 million in 1991 to a level of approximately 3.3 million. Commercial real estate activity is expected to remain relatively stagnant for the fourth consecutive year.

With better times indicated on the horizon, those in title insuring can take pride in their consistently high performance during the 1980s—when all segments of the real estate market felt severe effects from a prolonged business downturn. The ability of the title industry to ably safeguard real estate ownership and interests in this most difficult period stands as a particular attribute to those comprising the ALTA membership across the nation.

Figures for the 1989-91 and the 1992 projections are in the accompanying table.

YEAR	HOUSING STARTS	EXISTING SALES	TITLE REVENUE	LOSS PAYMENTS	OPERATING LOSS
1989	1376.1	3440	4140	389.1	153.8
1990	1192.7	3296	4093	410.2	210.4
1991e	995.0	3000	3859	420.0	287.0
1992f	1250.0	3300	4050	420.0	175.0

HOUSING FIGURES IN THOUSANDS OF UNITS  
TITLE FINANCIAL FIGURES IN MILLIONS OF DOLLARS

e = estimate  
f = forecast



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The American Land Title Association has a solution to this recurring dilemma. It's called Title Industry Assurance Company (TIAC)—an independent E&O insurance company owned by members of the Association. TIAC is designed to remain, with stable and realistic E&O prices, even when competitors disappear.

Before your E&O renewal, find out what TIAC can do. If you're an ALTA member, call TIAC for information and an application—(301) 951-5470. For TIAC stock subscription information, call Rich McCarthy in the ALTA Washington office—(202) 296-3671. And, for ALTA membership information, call Pat Berman at the ALTA office number.

TIAC has been endorsed by the ALTA Board of Governors—as an E&O resource dedicated to stabilizing the market for members of the Association. Now is an excellent time to take an extended look at your E&O future. Then call TIAC.

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## NAMES IN THE NEWS



Cossar

The Board of Directors of **Mississippi Valley Title Insurance Company** has announced the election of **President John T. Cossar** to the additional office of chief executive officer. A 27-year veteran of the company, **Cossar** was named president in 1989. In addition to his responsibilities as President and CEO, **Cossar** is a member of the Board of Directors of **Mississippi Valley Title**, as well as **Security Title**, Memphis, Tennessee; **Coastal Title**, Foley, Alabama; **Mobile Land Records**, Mobile, Alabama; **SaveTrust Federal Savings Bank**, Dyerburg, Tennessee; **Security Trust Federal Savings and Loan**, Knoxville, Tennessee and Paducah, Kentucky; **Jefferson Title Corporation**, Birmingham, Alabama; and **Security Savings and Loan Association** in Jackson, Mississippi. He has also been active in a variety of trade and civic organizations. Named "Title Person of the Year" by the **Dixie Land Title Association** in 1989, **Cossar** was also vice chairman of the City of Jackson Planning Board for five years and chairman of the City of Jackson Zoning Committee for two years. He has served on the Board of Directors of the Downtown Jackson Y.M.C.A., the 100 Club of Jackson, and was a board member of the Mississippi Department of Corrections. **Mississippi Valley Title** is a subsidiary of **Title Insurance Company of Minnesota (Minnesota Title)**.

**Sharyn L. Waidzun** has been named National Relocation Division manager for **Title Insurance**

**Company of Minnesota (Minnesota Title)** by **James M. Kramer**, senior vice president—Marketing and Sales. Headquartered in Dallas, **Waidzun** will be responsible for the administration of the National Relocation Division, as well as establishing relationships with and developing new business from relocation management companies, and referring those orders to **Minnesota Title's** branch offices, affiliates, and agents around the country. A 20-year veteran of the title insurance industry, she brings an extensive background in escrow, quality control, and operations management to **Minnesota Title**.

**William R. Blincoe** has been elected vice president, **Chicago Title and Trust Company**, by the combined board of directors of **Chicago Title and Trust Company** and **Chicago Title Insurance Company**. The announcement was made by **Richard P. Toft**, president of **Chicago Title and Trust Company**. Headquartered in Chicago, **Blincoe** is manager, Title Systems Development, for **Chicago Title and Trust Company**. He joined the firm in 1970 as a programmer trainee. **Blincoe** serves on the Systems Committee of the ALTA. He holds a bachelor of science degree in accounting from Northern Illinois University.

**Gary R. Cortellessa** has been appointed manager of the Mid-Atlantic Area of **Chicago Title and Trust Family of Title Insurers**. **Cortellessa** will manage operations in Eastern Pennsylvania, Delaware, Maryland, Virginia and the District of Colum-

bia. He will relocate from New York City and be headquartered in Fairfax, Virginia. **Cortellessa** is chairman of the board for **Chicago Title Insurance Company** of Maryland, and executive vice president of **Ticor Title Guarantee Company**, and a vice president of **Chicago Title Insurance Company**, **Security Union Title Insurance Company**, **Ticor Title Insurance Company of California**, and **Ticor Title Insurance Company**. The firms are members of **Chicago Title and Trust Family of Title Insurers**.

**John F. Burgess** has joined **Commonwealth Land Title Insurance Company** as vice president and Mobile, Alabama branch manager. He is responsible for company operations throughout Baldwin and Mobile Counties. **Burgess**, who has 25 years of management experience in the title insurance industry, most recently served as county manager for another national title insurer in Ft. Lauderdale, Florida. A resident of Mobile, **Burgess** has pursued business studies at Palm Beach Junior College in Lake Worth, FL, and Broward Community College in Ft. Lauderdale. He is a member of the Mobile Home Builders Association, the Mobile Mortgage Bankers Association and the Mobile County Board of Realtors.

**Lawyers Title Insurance Corporation** announces the appointment of **Craig S. Collins** as commercial transaction counsel in Dallas, Texas. **Collins** will be representing **Lawyers Title** on behalf of the Dallas branch and Dallas National Divi-



Blincoe



Burgess



Cortellessa



Collins

sion offices. Prior to joining **Lawyers Title** last year as assistant claims counsel for the Texas and Rocky Mountain States region, **Collins** was in private practice in Dallas. He also has experience as a former claims counsel and escrow officer with other title insurance companies. **Collins** is a graduate of the University of Mississippi, in Oxford, where he received both his B.A. and J.D. degrees. **Lawyers Title Insurance Corporation** announces two appointments in White Plains, New York. **James D.**

**Gardner** has been named manager of the Westchester County branch office and **John M. Martin** has been named assistant regional counsel in the company's regional office. **Gardner** joined **Lawyers Title** in 1988 as an account manager in White Plains, and later was promoted to New York State sales manager and then to New York State agency manager. He attended City College of New York in New York City. **Gardner** serves on the boards of directors of the Building Owners and Managers Association and the White Plains Rotary Club, and is a member of the Westchester County Association. **Martin** joined **Lawyers Title** in 1986 as a title attorney in White Plains, and was named senior claims attorney there in 1988. He was promoted to assistant state counsel in 1990. Later that year he transferred to Hackensack, New Jersey, as state counsel. He has returned to White Plains to assume his new position. Prior to joining **Lawyers Title**, **Martin** was engaged in private law practice in



Gardner



Martin



Hefler



Ouzts



Slaton

New York City. He is a graduate of Villanova University, in Villanova, Pennsylvania, where he received a B.S. degree, and of Pace University Law School, in White Plains, where he received a J.D. degree. **Martin** is a member of the New Jersey Bar Association. **Lawyers Title** also announces the appointment of **Jeanette Hefler** as assistant vice-president-benefits manager at the company's national headquarters in Richmond, Virginia.

**Hefler** joined **Lawyers Title** at headquarters as senior benefits administration specialist in 1988 and was named benefits manager last year. Previously she had worked for a consulting firm and for **Life of Virginia** as assistant secretary-pension administration. **Cynthia Hall Ouzts** has been appointed assistant area counsel in the company's office in Columbia, South Carolina. **Ouzts** previously was a partner with the Columbia law firm **Gergel, Burnette, Nickles, Grant and Ouzts**.

She is a graduate of Clemson University, in Clemson, South Carolina, where she received a B.A. degree from the University of South Carolina School of Law, in Columbia, where she received a J.D. degree. **Ouzts** is a member of the Richland County, South Carolina and American Bar Associations. **W. Danny Slaton** has been appointed regional agency manager. **Slaton** is assigned to the company's office in Philadelphia, Pennsylvania. **Slaton** joined **Lawyers Title** in 1983 in Lancaster, Pennsylvania, as director of sales and marketing and area agency



Steagall



Myers

manager. He was named senior title attorney in 1984 and was appointed manager of the Lancaster branch in 1987. The following year he transferred to Philadelphia as manager of the company's branch there. **Slaton** has 14 years of experience in the title insurance industry. He graduated from Pennsylvania State University with a B.B.A. degree, and from Ohio Northern University with a J.D. degree. **Slaton** is a member of the Pennsylvania Bar Association's Real Property Section and is a finance committee member of the Pennsylvania Land Title Association.

**S. Scott Steagall**, CPA, has been appointed director of internal audit. He is assigned to the company's national headquarters in Richmond, Virginia. **Steagall** was a senior manager in **Ernst & Young's Boston Office Insurance Industry Services Group** where he served such clients as John Hancock, edited the firm's **Insurance Industry Audit Guide** and taught national insurance auditing courses. He transferred to Boston in 1990 after 10 years with **Ernst & Young in Richmond**. **Steagall** is a graduate of the University of Virginia, in Charlottesville, where he received a B.S. degree in commerce with a concentration in accounting. He is a member of the American Institute and Virginia Society of CPAs and the Institute of Internal Auditors.

**Ronald T. Myers**, a marketing and sales executive in the San Diego area, has been named San Diego County sales manager for **World Title Co.** Prior to joining **World Title**, **Myers** was most re-

cently at **North American Title Co.** where he held the position of vice president/San Diego County manager. He was also senior vice president of marketing for 10 years at **Orange Coast Title Co.** in San Diego. **Myers**, a 20-year title insurance veteran, will be responsible for the management of the sales and marketing staff for the **World Title** San Diego office, reporting to **Lee C. Selter**, senior vice president and regional manager for San Bernardino, Riverside and San Diego Counties. **Steven S. England** has been named a **World Title Co.** sales representative for the Redlands/Yucaipa/Loma Linda/Grand Terrace region. **England** will be headquartered in **World Title's** new re-



England



Kosich

gional office in Colton reporting to **Robert Benedict**, San Bernardino County sales manager. Prior to his appointment, **England** was sales division manager in the San Bernardino office of **Stewart Title Co.**, where he worked for six years. While at **Stewart**, he was honored in 1988 with "Sales Person of the Year" for the San Bernardino office.

**David M. Boucher**, chairman, president and chief executive officer of **The IVT Group** has announced the appointment of **Jean Kosich** to assistant vice president and region manager. Prior to this appointment, **Kosich** was manager of **IVT's** Wynnewood, Pennsylvania branch. In her new capacity, **Kosich** will con-

tinue to oversee the operation of the Wynnewood branch as well as expanding **IVT's** presence in the Main Line area. She will also oversee the establishment of a new branch at the company's new corporate headquarters in Devon, PA. **Kosich** is a graduate of the Pennsylvania Land Title Institute and is a member of the Main Line Board of Realtors.

**Gordon Russell Burmeister Jr.** and **Ronni Lynn Brattain** have new positions in the Indiana operation of **First American Title Insurance Company**, according to President **Parker S. Kennedy**. **Burmeister** has been promoted to vice president-state manager from state agency manager, a position he had held since 1989.

**Burmeister** has 13 years of experience in the title insurance field, primarily with **First American** office and agents. After beginning his career in Arizona, **Burmeister** moved to Indianapolis in 1985. He is active with the **Indiana Land Title Association** and is currently serving as president of the **Title Underwriters** of Indiana. **Brattain** has been appointed Marion County manager, working out of the East Indianapolis branch. She has been working in the title insurance field since 1988, most recently as a commercial/industrial account representative with another title company. Before that she worked with **First American's** Lake and Porter County offices, culminating in managing both offices. She is active with the local board of Realtors and in community work.



Burmeister



Brattain

**Craig L. Burns** has

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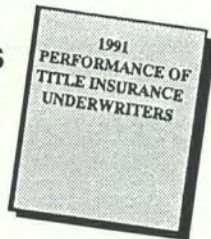
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Burns

been named a vice president at **Security Abstract and Title Company, Inc.** with business development and retention his primary focus.

**Roger Bell**, president, and **John Bell**, executive vice president, announced the promotion, effective immediately. **Burns** joined the title company ten years ago, bringing with him several years of experience as a licensed real estate agent.

**Specialized Management Support (SMS)** has filled a newly created position in Administration. Joining **SMS** as Senior Vice President of Corporate Services is **Gerald M. Boylan**. **Boylan** will be responsible for the Legal, Human Resources, Purchasing, and Accounting Departments. Bringing to the company a broad-based background in the service and distribution oriented industries, **Boylan's** experience encompasses administrative and accounting systems development strategic planning, debt structuring and equity financing transactions, as well as mergers, acquisitions and divestitures. **Boylan**, a certified public accountant and a graduate of Manhattan College in New York, was previously vice president/chief financial and administrative officer for **Com Systems, Inc.**, a \$150 million American Exchange telecommunications company. Before that, he was assistant corporate controller at the **Marriott Corporation**, and vice president/group controller for **American Hospital Supply Corporation**.

**Ronald E. Shaw**, president of Burbank-based **Southland Title Corporation**, announced the

appointment of **Herbert C. Moon** as vice president and manager of the Orange County Branch which recently relocated to a new facility within the Irvine Spectrum located in Irvine, California. **Moon** will direct the efforts of the Orange County operations for the firm calling upon his extension experience gained over 33 years in the local title industry. Prior to joining **Southland Title**, **Moon** has spent 9 years with **Transamerica Title Insurance Co.** and its successor, **Commonwealth Land Title Insurance Co.**, many of those years being assigned as Orange County branch manager.

**Lawyers Title Insurance Corporation** also announces two additional new appointments in its Richmond, Virginia, branch office. **Lucy Strange** has been appointed sales and marketing representative and **Alisa Maracle** has been named senior agency relations representative, filling the position vacated by **Strange**. **Strange** has been with **Lawyers Title's** Richmond branch



Strange

since 1984, when she joined the company as supervisor and chief title examiner. She became senior agency relations representative in 1989.

**Strange** has 16 years of experience in the title insurance industry. A degree candidate in legal assisting at the University of Richmond, she serves as first vice-president of the Richmond Association of Legal Assistants. **Maracle** first joined **Lawyers Title** in 1979 as an underwriter/clerk-typist in the Chesterfield service office. From 1980 until 1982, she was manager of **Lawyers Title/Chesterfield Agency**. She left the agency and returned to **Lawyers Title** in 1985 as office manager and escrow administrator, construction disbursement services. **Maracle** was promoted to construction risk analyst last year. She has nine years of industry experience. She is currently pursuing a degree in business administration and serves as a director of the National Association of Credit Management—Central Virginia.



Maracle

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If someone in your office is being so honored but is a bit shy, perhaps you can pass the word along for that person.

Just send the details to: **Title News**, American Land Title Association, Suite 705, 1828 L Street, N.W., Washington, DC 20036. Remember, we *want* to hear from you. Thanks.

## NEW ALTA MEMBERS

*(The names listed in parentheses are recruiters who have now qualified for membership in the ALTA Eagles Club.)*

### ACTIVE

#### Florida

Quality Closings, An Escrow & Title Co., Pembroke Pines, FL.

#### Indiana

The Title Search Co., Granger; IN.

#### Massachusetts

Hennessey & MacInnis, Inc.; Brockton, MA.

#### Minnesota

Bishop Companies Title Insurance, Edina, MN. (Recruited by Joel Holstad, National Title Resources Corp.; White Bear Lake, MN).

#### New Jersey

Archive Title Agency, Inc.; Lodi, NJ.

#### New York

Donald A. De Gard, Staten Island, NY. (Recruited by Brian Reardon, General Abstract Corp.; Staten Island, NY).

#### Pennsylvania

York Abstracting Co., York, PA. (Recruited by William W. Rice, III, Great Valley Abstract Corp.; Wayne, PA).

#### Wyoming

Jackson Hole Title & Escrow Co., Jackson, WY. (Recruited by Ernest G. Carlson, Land Title Guaranty, Sioux Falls, SD)

### ASSOCIATE

#### Illinois

Stephen P. Kikoler, Rosenthal & Schanfield, Chicago, IL. (Recruited by L. Chadwick Nash, Title Insurance Co. of Minnesota; Lombard, IL).

#### Maryland

Michael A. Cohen, Esquire, Silver Spring, MD. Angela Dawkins, Joseph, Greenwald & Laake, P.A., Greenbelt. (Recruited by Amy Rye, Security Title Guarantee Corp. of Baltimore; Baltimore, MD).

#### Texas

Janie Lutz, Jeff Elias Seminars, Richardson, TX. (Recruited by Charles O. Hon, III, The Title Guaranty & Trust Company of Chattanooga; Chattanooga, TN).

## 1992 AFFILIATED ASSOCIATION CONVENTIONS

### February

13-14 Alaska, (TBA), Anchorage, AK

### April

23-25 Oklahoma, Sheraton Kensington Hotel, Tulsa, OK

30-May 3 Palmetto (SC), TBA, Hilton Head Island, SC

### May

2-5 Iowa, Collins Plaza Hotel, Cedar Rapids, IA

7-9 New Mexico, Inn of the Mountain Gods, Reidso, NM

7-10 Texas, Radisson Plaza, Fort Worth, TX

14-15 Tennessee, Edgewater Hotel, Gatlinberg, TN

27-31 California, Westin La Paloma, Tucson, AZ

30-June 2 New Jersey, Williams Hospitality House, Williamsburg, VA

### June

4-6 Arkansas, Holiday Inn Convention Center, Fort Smith, AR

4-6 Colorado, Antlers Inn, Colorado Springs, CO

11-12 South Dakota, Yankton Inn, Yankton, SD

11-14 New England, Chatham Bars Inn, Chatham, MA

14-16 Pennsylvania, Hershey Hotel, Hershey, PA

25-27 Oregon, Valley River Inn, Eugene, OR

### July

9-11 Illinois, Paremorquett Hotel, Peoria, IL

16-18 Utah, Deer Valley, Park City, UT

22-25 Michigan, Tree Top Glenn Resort, Gylar, MI

### August

13-15 Idaho, (TBA), Coeur D'Alene, ID

13-15 Minnesota, St. Paul Hotel, St. Paul, MN

13-15 Montana, Park Inn (Formerly Yogo Inn), Lewiston, MT

13-15 North Carolina, Omni Hotel, Charleston, NC

19-21 Wyoming, Little America, Cheyenne, WY

20-22 Kansas, Holiday Dome, Topeka, KS

21-23 (tentative date), Indiana, (TBA)

30-Sept. 2 New York, Ramada Renaissance, Saratoga Springs, NY

### September

3-5 Dixie, Opryland, Nashville, TN

10-13 Missouri, (TBA), Kansas City, MO

15-18 Nebraska, New World Inn, Columbus, NB

16-18 Nevada, (TBA), Lake Tahoe, NV

17-19 North Dakota, Town House Hotel, Grand Forks, ND

18-20 Maryland, Princess Royal, Ocean City, MD

20-22 Ohio, Sheraton Suites, Cuyahoga Falls, OH

23-26 Washington, Tyee Motor Inn, Olympia, WA

25-26 Wisconsin, Radisson Hotel, LaCrosse, WI

### November

1-4 or 6-8 Florida, (tentative) (TBA)

5-7 (tentative date) Arizona, (TBA)

### December

4-6 (tentative date) Louisiana, (TBA)



tire may well have been the recently adopted Illinois redistricting plan, which would force Representative Annunzio to seek re-election in a new district, challenging current incumbent Representative Dan Rostenkowski (D-IL). Representative Rostenkowski is younger than Representative Annunzio, and is also current chair of the powerful House Ways and Means Committee (which has jurisdiction over tax legislation). Therefore, as a result of the Illinois redistricting, we have already lost a key friend on the Banking Committee, although we are retaining one in the tax area.

Chairman Annunzio's probable replacement as chair of the Financial Institutions Subcommittee of the House Banking Committee, is likely to be one of the next most senior member of the Banking Committee, Representative Steve Neal (D-NC). Traditionally, Representative Neal has supported the banking industry. Moreover, his home state of North Carolina has always been "permissive" to state banks, allowing them to underwrite and sell title insurance. Because he believes national banks should have the same authority as state-chartered banks, Representative Neal has not been sympathetic to industry arguments that maintain national banks should not sell or underwrite title insurance. This past year, he voted against the insurance industry. His position on bank entry into the insurance industry will increase the difficulty of obtaining legislation which would limit the allowance of banks into our industry.

The outcome of redistricting in New York is also likely to affect the composition of the Banking Committee. New York State will lose three House seats due to the shift in population from the northern states to the southern states. As a large number of New Yorkers are currently serving on the House Banking Committee, New York's redistricting efforts have striking implications for the memberships of the Banking Committee. In fact, it is highly likely that the New York State redistricting plan now scheduled for action in February of this year, will threaten Representative John LaFalce (D-NY), the fifth most senior member of the House Banking Committee. Representative LaFalce, as a senior member of the Banking Committee, could challenge Representative Steve Neal (D-NC) for the chairmanship of the Financial Institutions Subcommittee. Rep. LaFalce has also introduced legislation which would relieve title insurers of environmental liability under the

Federal Superfund statute. Enactment of Representative LaFalce's bill would eliminate needless litigation and provide some certainty for lenders and title insurers.

Representative LaFalce may find himself seeking re-election in a new district which would combine his old district with that of Representative Bill Paxon (R-NY), a more junior member, also currently serving on the House Banking Committee. Rep. Paxon is well-liked by fellow Republicans in his state legislature, who make seek to protect him.

Moreover, in the New York City area, Representative Chuck Schumer (D-NY), a bright, respected senior member of the Banking Committee elected to Congress in 1980, may find himself competing for re-election with 18-year Congressional incumbent Representative Steven Solarz (D-NY), a senior member of the House Foreign Relations Committee.

It is also widely expected that there will be several vacancies on the House Banking Committee due to retirement and the exodus of junior members of the Banking Committee who seek to serve on other committees. Many freshman members assigned to serve on the House Banking Committee in 1990 now realize that their service involves many tough votes on politically risky bank financing and spending issues. These members are likely to request assignments to other Committees, which will create vacancies on the Banking Committee. In addition, members of the House believe that their chances for re-election are already endangered by a growing anti-incumbent sentiment based on the downturn in the nation's economy.

Consequently, many of the new members of the House elected in 1992 may well serve on the Banking Committee. The creation of several new seats in those states where our industry is strong; California, Texas, and Florida, provide us with a new opportunity to educate individuals seeking elected office. Therefore, we also have an opportunity to help elect new members of Congress who have some knowledge and understanding of the title insurance industry, while at the same time, solidifying the support of our long-time Congressional friends.

As we enter 1992, only 17 states have completed their redistricting maps. Even some of these maps are subject to Justice Department pre-clearance and are pending approval. The U.S. Supreme Court agreed to review the issue of redistricting this coming spring. At that time, the court will consider whether the State of Montana has been unfairly allocated one seat rather than

two for the 1992 election. If the court rules in favor of Montana, other states may also find themselves losing House seats. Many more members of Congress face an uncertain future at the hands of state legislators who have yet to really begin the process of redistricting. The committed participation of title insurance industry employees in the political process over the next year would help both the new and re-elected members of the 103rd Congress to gain a better understanding of our industry.

The ALTA and its members will also play a role through the financial support that the Title Industry Political Action Committee (TIPAC) provides. TIPAC contributions to key campaigns will help us gain access to the members of the new Congress. The ALTA hopes that member participation in campaigns and TIPAC can serve an educational and active role to help us make the new Congress more aware of the vital importance of our profession and more responsive to the needs and concerns of our industry.

## Hart Receives First Annual Institute Award

**Meridian Title Insurance Company** is pleased to announce that **William C. Hart**, chief title officer of **Meridian Title** recently participated in the fall educational seminars conducted by the Land Title Institutes of Maryland and Virginia at which time he presented a timely paper entitled "Debt Restructuring Problems In The Workout of Troubled Real Estate Assets." At the conclusion of the seminar, **Hart** was presented with the Institutes' First Annual "Certified Land Title Professional" award for his continued time, devotion, contributions and service to the Title Insurance Industry.

**Hart** is the former chairman of the New Jersey Title Association Legislative Committee and presently sits on the Pennsylvania Land Title Association Forms Committee. He has just completed an educational text entitled **Creditors Rights and Title Insurance Questionable Titles, Remedies and Extra-Hazardous Risks**, recently registered with the Library of Congress. The publication date is set for some time in 1992.

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## **1992 DUES INCREASE**

*continued from page 26*

conventions, and on their cost and efficiency. Moreover, the multitude of ALTA committee meetings now are conducted more efficiently and at lower costs.

Editor of **Title News**. No one could miss the substantial increase in the quality of content and appearance of the magazine in recent years. Establishing this full-time position has also permitted a greater concentration on managing advertising revenue which, for the first time, covers most of the costs of producing the magazine.

Another matter which has caused some confusion is the impact of underwriter mergers on the dues revenue. Throughout the 1980s, the growth in revenue, combined with periodic adjustments in maximum dues ("caps") had allowed the previous dues formula for underwriters to generate enough revenue for ALTA purposes. There were inequities, however, real and perceived. The "capped" formula has been found to no longer generate enough revenue from this category of members to meet future ALTA needs. The new underwriter dues formula attempts to address some of these inequities while doing away with most artificial limitations on dues.

It should be noted that while some companies will pay significantly more and others less under this formula, the seven largest companies will pay somewhat more in 1992 than they originally paid in 1990 when there were 10 underwriter members of this size. Regional underwriters paying more than the minimum will also see an increase in dues obligations.

Your Board of Governors determined that equity demands a more balanced sharing of the dues burden of the 90s among all classes of ALTA members. Title insurers have, in recent years, borne a disproportionately large share of the total ALTA dues burden, with the larger national companies generally paying half or more of the total. In this era of fewer such companies, the need for additional revenue must be met, to some extent, by abstracters, agents and our Associate members. Abstracter-agent dues in the \$100,000-to-\$200,000 category were increased by \$25. The next category was raised by \$50 and each succeeding category by \$100. The cap was increased by \$500—remembering that the abstracter-agent "cap" had been \$5,000 in 1985, and had been cut in half that year. Finally, Associate members received a \$50 increase.

Members of the Board of Governors are well aware of the difficult economic times facing the nation in general and the title industry in particular. It recognized that this is an awkward time at best to impose a dues increase. But costs continue to rise, despite our best efforts to keep them down. Expenses have been shifted to non-dues supported areas and eliminated where possible. The future of our industry, however, depends on a strong national Association in these difficult times: to battle legislation which would further erode a bottom line already under severe pressure; to provide education at the lowest possible cost when every dollar counts; to continue to develop national standards and uniformity which allow all of us to work more efficiently and productively; and, to share information about our industry, both among ourselves and with our legislators, regulators, the media and the general public. These needs affect us all and can only be effectively and efficiently met by a vigorous, pro-active ALTA.

Your ALTA officers and governors hope that you will continue to support the title industry through your membership in the Association. The ALTA leadership and staff will do everything possible to maintain the excellence of effort that warrants your support.



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## CALENDAR OF MEETINGS

### 1992

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

**May 3-5** Title Counsel Meeting, Hyatt on Capitol Square, Columbus, Ohio

**May 6** ALTA Educational Seminar, Sheraton Seattle Hotel, Seattle, Washington

**May 20** Group Insurance Trust Meeting, Salashan Lodge, Gleneden Beach, Oregon

**June 4** ALTA Board of Governors Meeting, The Broadmoor, Colorado Springs, Colorado

**June 4-5** Title Insurance Executive Conference, The Broadmoor, Colorado Springs, Colorado

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

### 1993

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

**October 13-16** ALTA Annual Convention, Marriott's Desert Springs Resort and Spa, Palm Desert, California

### 1994

**April 11-13** ALTA Mid-Year Convention, Scottsdale Princess, Scottsdale, Arizona

**September 21-24** ALTA Annual Convention, Walt Disney World Dolphin, Orlando, Florida

## NEW ARRIVALS



*Weigel*

**Commonwealth Land Title Insurance Company** has expanded its New York State operations with the opening of an office in Buffalo. **Donald C. Weigel Jr.** has joined the company as vice president and branch manager of the new office.

**Weigel**, who is responsible for overseeing company operations throughout western New York, has 10 years of experience in the title insurance industry. Most recently, he served as president of a Buffalo title agency. A resident of Orchard Park, N.Y., **Weigel** earned his Master of Business Administration degree and his Bachelor of Arts degree from State University of New York at Buffalo. He is a member of the American Land Title Association, the New York State Land Title Association and the American Management Association.

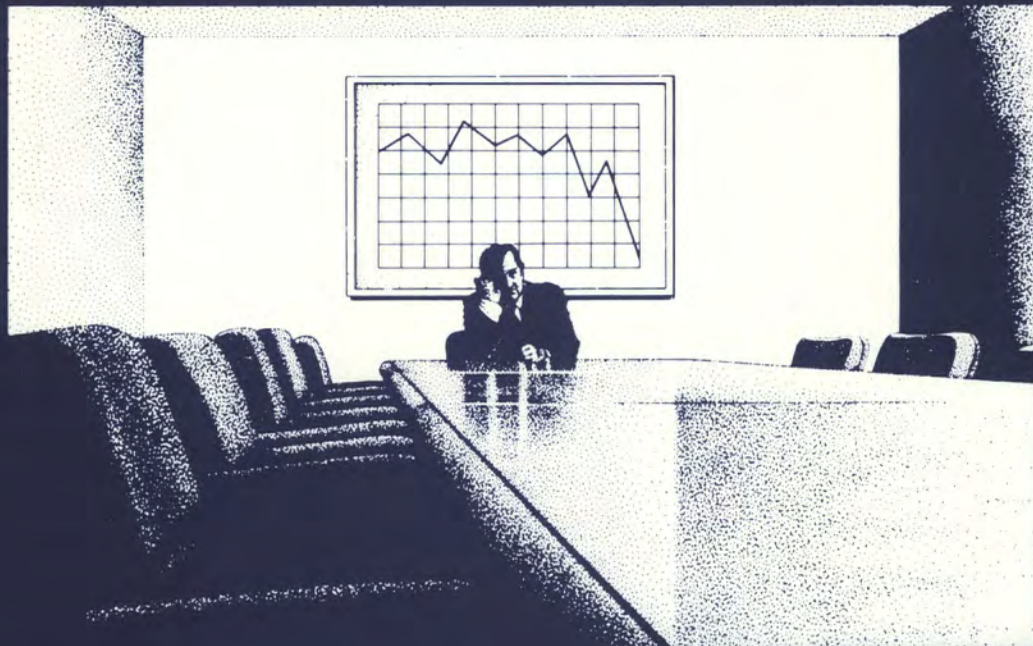
The new office is located at 298 Main Street, Buffalo, NY 14202. The telephone number is (716) 853-6800 and the fax number is (716) 853-6806.

**Specialized Management Support, Inc. (SMS)** announced the opening of their new Education Center and the introduction of their new Continuing Education Program. The new Education Center is adjacent to **SMS'** corporate headquarters in Costa Mesa, California.

**Jim Scott**, vice president of **SMS**, described the Education Center as part of **SMS'** long term commitment to provide the best in training and education in the industry.

Aimed at existing customers who want to brush up on their system skills, the low-cost program offers traditional product training as well as new classes specifically geared to the **SMS** customer. New classes include the upcoming PC Overview class, which is an introduction to basic hardware and software issues, covering topics such as the difference between various types of printers, components of a laser printer and simple hardware troubleshooting. While continuing to offer classes in **SMS'** Escrow Documentation and Trust Accounting software, third-party software classes will be offered for WordPerfect and WordStar.

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