

March/April 2003

Title NEWS

Official Publication of the American Land Title Association

2003 TECHNOLOGY

TECH

DIRECTORY

PLUS

- Defalcations: Show Me the Money!
- How to Avoid the Biggest Sales Mistakes
- Can Multi-Generations Work Together?
- ALTA 2003 Federal Conference Promo

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Running Your Business

Four Generations in One Business: Gift or Gap?

by Claire Raines

With younger generations, some of them family, getting into the title business, how can you ensure a smooth working environment? This article examines the different generations and their work styles and offers suggestions on how managers can manage this diverse group.

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Running Your Business

How to Avoid the Biggest Sales Mistakes

by Dan Miller

What makes a sales manager effective? And what are the sales mistakes you need to avoid? This article looks at some of the rules for successful salespeople and guidelines for those who manage them.

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Inside the Industry

Defalcations – Show Me the Money

by William August

Defalcations seem to be on the rise in recent years. Last year the major underwriters were asked to provide information regarding their defalcations over the last five years. The information they provided might surprise you.

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Event Spotlight

ALTA's 2003 Federal Conference

ALTA's Federal Conference is only a month away. Have you registered yet to hear the latest from Washington on issues such as: RESPA reform, electronic foreclosure and Fannie and Freddie's role in the real estate industry? Now's your chance.

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Inside ALTA

Public Awareness Campaign Update

Find out the latest activities in the ALTA public awareness campaign and what to expect for the future. And look for regular updates in future issues of *Title News*.

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Cover Story

2003 ALTA Directory of Technology Products & Services

So, you're ready to improve your operational efficiency or upgrade outdated systems and equipment. Who you gonna call? Why, one of the vendors that specializes in solutions for the title industry, of course! See the list of 40+ vendors currently listing products in ALTA's Directory of Technology Products & Services; then use the online directory at www.alta.org to search for product information and specifications. And be sure to visit the 30+ vendors at ALTA's Tech Forum 2003, March 9-11, in Las Vegas.

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A Message from the President

What do You do For a Living?

What do you tell people when they ask you what you do? How do you handle the questions that follow? Such as: "Why do I have to pay for another title search for my refinance when I just had a search done last year?"

ALTA is starting a national public awareness campaign to tell the public what we do and why we are so important to them. In order to better understand what the public actually thinks of the title industry, the public relations firm recently conducted several focus groups of recent home buyers from across the country. The tapes of these sessions are very interesting, but not surprising. We as the title industry are very much misunderstood. Here are some comments from these consumers:

- In my state, it is the law that everyone must have title insurance.
- I really don't need title insurance because the house is in a subdivision and has had several owners. If there were a title problem, it would have been found by now.
- I know the seller of the house, so I do not need title insurance.
- I don't need title insurance, because if there is a problem, I will just call the title company and they will take care of it – they are the ones who gave me the title.
- I certainly do not want to pay for two title insurance policies. One for my lender is enough.
- I have never heard of anyone collecting on a title insurance claim. The insurance policy doesn't cover anything.
- The chance of having a title problem is small. I will take my chances.
- I trust my attorney to do his job, so I don't need title insurance.

The list of these comments goes on and on. What is clear, is that we in the title industry must go out into the community and tell people who we are and what we do. Our public awareness program is going to provide every ALTA member with a public relations kit complete with talking points, literature, press releases and concise, easy to understand information to educate the consumer about who we are. We are developing media relations programs. We are hoping that all of you will use these products to spread the word. We have to communicate to the public why they need our product. We have to explain to our customers that our function is to protect them and to insure the American dream of home ownership. It is time we emerge from the back room and take center state to make our case.

Stanley Friedlander



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Title NEWS

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Who You Gonna Call?



In this issue of *Title News*, meet Mark Hernick, ALTA's director of finance & administration. Mark has been with ALTA for just over two years but has already made many changes to move the association forward. Mark spent his first three months with ALTA working with the new database vendor to complete the

conversion of ALTA's financial information to a more updated and user-friendly system. Since then, Mark has worked with the staff to improve the accounting process, which has made the accounting department a more useful and efficient asset to ALTA and its members.

Mark works with ALTA's executive vice president, treasurer, and Finance Committee to create the financial statements and reports used to prepare ALTA's annual budget. In addition to his contributions to the budgeting process, Mark is responsible for overseeing the association's yearly internal and external audits.

Mark also serves as the association's human resources manager. He has seen the association through two separate changes in health-care providers, and he manages the day-to-day operations of all of ALTA's employee benefits. He is responsible for recruiting and interviewing prospective new employees, serves as the chair of the internal administration team, and generally makes sure the office runs smoothly.

If you have any questions about ALTA's budget or other financial questions, you can contact Mark at 1-800-787-2582 or mark_hernick@alta.org.

ALTA Hosts Regional Seminar

ALTA's Land Title Institute and the Illinois Land Title Association are jointly sponsoring a regional seminar on Tuesday, May 13, in Lisle, IL (suburban Chicago). Topics and speakers include: "Claims Prevention in Underwriting and Closing Situations" with co-presenters Bert Rush (First American Title, Santa Ana, CA) and Patrick Thesing (Stewart Title, Houston, TX); "Commercial Transaction 101 with Bob Bozarth (LandAmerica, Richmond, VA); "Fraud and Forgery" with Nancy Gusman (United General Title, Rockville, MD); and "U.S. Patriot Act" with a speaker not yet confirmed. Further details will be announced in late February and also will be posted on the ALTA Web site.

calendar

ALTA Coming Events

March 9-11

2003 Tech Forum
Las Vegas, NV

April 12-13

Federal Conference 2003
Washington, D.C.

May 4-6

Title Counsel Meeting
Sonoma, CA

16-20

Annual Internal Auditors Meeting,
Key West, FL

July 17-19

Education Committee
Victoria, BC, Canada

October 22 - 25

ALTA Annual Convention
Phoenix, AZ

June, cont.

10-12 Utah
13-15 Michigan
19-22 New England
26-28 Arkansas

August

7-9 Idaho
7-9 Montana
7-9 North Carolina
14-17 Wyoming
15-17 Minnesota
15-18 New York
21-23 Kansas

September

7-9 Ohio
10-13 Colorado
11-13 Maryland
11-13 North Dakota
16-19 Nebraska
18-20 Indiana
18-20 Missouri
25-27 Oregon
25-27 Washington

October

10-11 Wisconsin

November

12-14 Florida
TBA Dixie

December

3-5 Louisiana

Affiliated Association Conventions

February

TBA Alaska

April

6-8 California
9-11 Tennessee
24-26 Oklahoma

May

1-4 Palmetto Land Title
2-3 New Mexico
4-6 Iowa

June

1-4 New Jersey
6-8 Texas
6-8 Virginia
8-10 Pennsylvania
8-10 South Dakota
10-12 Illinois

Public Relations Campaign Update

There are many activities taking place under the ALTA public awareness campaign that you might not know of. One of the short-term goals of the campaign is to counter the misperceptions about the differences between true title insurance protection and that of mortgage impairment products (specifically Radian's Lien Protection product) by focusing on the appropriate requirements of current insurance regulations.

To make this happen, ALTA members made personal visits to a variety of state departments of insurance, arguing that Radian's product was in fact title insurance and they were not licensed to sell it. Many states agreed with ALTA's position and asked Radian to stop selling its product in those states. Then in June 2002 the California Department of Insurance issued a cease and desist order against Radian saying they could not offer its product in California. This also translated into an order not to sell the product in any other state since the DOI said that if Radian wanted to continue to offer its regular mortgage insurance product in CA, it may be violating the monoline statute by offering both. Consequently, Radian pulled its product from the market.

In addition, with the help of several ALTA members, Ervin Bell, ALTA's public relations firm, developed a press kit explaining the differences between traditional title insurance and Radian's product and delivered it to a list of consumer and real estate trade media. The press kit contained a white paper on title insurance vs. mortgage impairment insurance; some case histories about title insurance saving the day; a fact sheet on ALTA; and a personalized letter to the reporter summarizing the issue. The biggest news hook was that Radian was appealing the cease and desist order.

In addition, when newspaper articles appeared in favor of the Radian product, Ervin Bell drafted letters for ALTA to send with our response. Ervin Bell also developed op-eds and letters to the editor for members of the California Land Title Association to send to local media before the DOI hearing took place. Several articles appeared afterward stating our position on the Radian product.

A few weeks ago California Administrative Law Judge, Leonard L. Scott, upheld the cease and desist order. Scott's Proposed Decision is now public record, and the Commissioner of the California Dept. of Insurance has until April 16 in which to adopt, reject, or refer the matter back to

the Administrative Law Judge to take additional evidence. This is a victory for the title industry. ALJ Scott's analysis, though necessarily based on California statutes, is nonetheless an excellent logical discussion of how to approach other MI products, which often attempt to pass regulatory scrutiny veiled as some other form of insurance. We will keep you posted on further action.

Ervin Bell will now shift its attention to developing a "tool kit" that ALTA members can use to promote the campaign to their local clients, media, and consumers. That kit might contain op-eds, letters to the editor, radio and television ads, and a brochure to use with consumers. Look for more on the public relations campaign in the next issue of *Title News*.

Maryland Land Title Issues Challenge

The Maryland Land Title Association has contributed \$5,000 toward ALTA's public awareness campaign, and is challenging other land title associations to do the same.

Ted Rogers, secretary for the association and chair of ALTA's Membership and Organization Committee said that every state land title association has a responsibility to financially assist ALTA with this campaign, no matter the amount of the contribution. "We feel strongly at MLTA that this campaign is very important for the title industry and comes at an important time if we are to battle recent negative publicity that has been hounding our business," said Rogers. "ALTA cannot fund this important campaign by itself, we all need to help. We hope that other state associations will accept this challenge and contribute to the campaign for every member's benefit." Other land title associations can get in touch with Lorri Ragan, the campaign liaison, to discuss their contributions. She can be reached at 1-800-787-2582 or lorri_ragan@alta.org.

How Does Your Salary Stack Up?

Find out in the fifth annual *Abstracter and Title Agent Operations Survey*. Each year ALTA works with the research firm Fetzer-Kraus to obtain information describing the operating statistics and other characteristics of abstracter and title agent members. Members are surveyed on subjects including: gross revenue, revenue by orders received, number of employees, and a host of employee benefit information, such as number of holidays, disability and health-care benefits, and availability of life insurance.

The most recent survey has a special focus on compensation by position. Survey participants have received a complimentary copy of the results. Others may purchase a copy online at www.alta.org under "Publications," or by calling 1-800-787-2582 for an order form. Look for an article on the survey results in the next issue of *Title News*.

E-Mortgages Closer to Reality

The Mortgage Industry Standards Maintenance Organization (MISMO) eMortgage Workgroup announced the release of eMortgage Guidelines and Recommendations version 1.0. The release contains several specifications and supporting documents that provide a framework for implementing paperless mortgages with electronic signatures.

The framework centers on the SMART Document concept—Securable, Manageable, Archivable, Retrievable, Transferable—which binds data, presentation, and signatures into one single electronic file.

Specifications and guidelines are also provided for e-packaging, which allows multiple electronic documents or even hierarchical e-packages to be bundled together, and e-vaulting for storage and retrieval of e-notes and other supporting documents.

“E-mortgages are here—the industry can agree on data formats and infrastructure while still competing on processes, customer service and ease of use,” said Mike Petri, vice chairman of the Mortgage Bankers Association of America, which sponsors the MISMO group.

Mark Oliphant, a work group member from Fannie Mae said, “We believe that SMART Documents are the key to unlocking the potential that electronic mortgages hold for the industry. This is a big step forward to broader adoption of e-mortgages.”

For more information, contact Kelly Romeo, ALTA’s representative on the MISMO workgroup at kelly_romeo@alta.org.

Special Sale on Escrow Accounting Procedures CD

We’ve upgraded and you save! The software on the Land Title Institute’s Escrow Accounting Procedures CD-ROM was recently upgraded to allow the program to run on newer Windows® platforms. This new upgrade is being offered at a **special discount price – good only until June 30, 2003**. The price for ALTA members is \$70; non-members’, \$120, including postage and handling. To place an online order go to ALTA’s Web site, www.alta.org; click on “Educ/Land Title Institute;” then “LTI Videos & CD-ROMs”; and finally, scroll down to Escrow Accounting Procedures CD-ROM Employee Training Kit. Or contact LTI’s Education project manager Melissa Kleeman, at 202-331-7431.

New Board Game Tests Your Title Knowledge

A new board game is under development by the ALTA Education Committee designed to help new employees and others learn about the title industry in a fun way. “Title Triumph™, The Game of Land Title Knowledge,” is a board game of questions and answers specific to real estate, and settlement and land title terminology, concepts, and practices.

The game is still in development, but will most likely include oral, true/false and multiple choice questions in the general categories of title search and examination, title definitions and terminology, closing and escrow, commitments and policies, and related industry issues.

The Education Committee will select a logo design and a prototype board at the time of Tech Forum 2003, March 9-11 in Las Vegas. Samples of this work in progress may be viewed at the LTI Exhibit Booth at Tech Forum 2003. The board game is due to be completed by October 2003.

92% of Counties Do Not Accept Electronic Recordings

This according to a recent survey of county recorders, title agents and escrow officers conducted by ALTA, the American Escrow Association, the National Association of Clerks, Election Officials and County Recorders, and the International Association of County Recorders, Election Officials and Treasurers.

The survey was conducted to determine what issues were of interest to these groups and how we can develop joint educational offerings to keep the groups up-to-date on changes in their respective industries. Other interesting findings: close to 90% are interested in adopting national or state standards for document recording; 92% think a work group among title, escrow and recorders would be a benefit in their area; and 64% of respondents are satisfied with the working relationship among title, escrow and county recorders in their area. For more results from this study, e-mail pat_berman@alta.org.

government & agency news

Key Congressional Committee Assignments Made

During the opening days of the 108th Congress, which convened on January 7, 2003, leadership positions were determined, unemployment benefits were extended, appropriation bills were passed and the National Flood Insurance Program was reauthorized. However, it has taken several weeks for committee assignments, and particularly subcommittee assignments, to be made.

The legislation and issues that affect our industry are typically referred in the U.S. House of Representatives to the Financial Services Committee and to the Banking, Housing and Urban Affairs Committee in the Senate. Members of Congress frequently negotiate for assignments to particular committees. This may be done so they are able to deal with the issues that directly affect their constituents or to effectively use their area of expertise.

Chairman Mike Oxley (R-OH) heads the House Financial Services Committee. Other leaders of the committee include Rep. Sue Kelly, vice chairman (R-NY) and Rep. Barney Frank, ranking minority member (D-MA). The Housing and Community Opportunity Subcommittee is led by chairman Bob Ney (R-OH), while the ranking member is Maxine Waters (D-CA).

In the Senate, Chairman Richard Shelby (R-AL) heads the Banking, Housing and Urban Affairs Committee on which Sen. Paul Sarbanes (D-MD) is the ranking member. The Subcommittee on Housing and Transportation is led by Chairman Wayne Allard (R-CO) and Sen. Jack Reed, ranking member (D-RI).

ALTA has developed relationships with both the leadership and members of these committees and is committed, with your help, to improving existing relationships and building new ones. Because these committees directly affect legislation, it is crucial that we know them and they know us. For a complete listing of the members of these committee, visit the Grassroots section of ALTA's Web site at www.alta.org or contact Charlene Nieman, grassroots & PAC manager at Charlene_Nieman@alta.org or 1-800-787-2582

For more information on any of the items on this page contact ALTA's legislative/regulatory counsel, Ann vom Eigen at ann_vomeigen@alta.org or 1-800-787-2582.

Banking and Financial Services Committees Outline their Agenda

The Banking and Financial Services Committees are currently developing their legislative and oversight agendas for the 108th Congress. The Housing Subcommittee of the House Financial Services Committee is scheduled to hold hearings on the proposed RESPA rule on February 25. As *Title News* goes to press, a HUD spokesperson is quoted as saying that the agency will probably stay with the broad themes it outlined last summer, while leaving the door open to fairly substantial changes. Brian Sullivan of HUD has indicated that, "We're looking for unanticipated consequences that we did not think of in drafting the proposal." He said the goal is to issue a final rule by the summer.

Members of Congress also got off to an early start on two pieces of legislation. The House and Senate introduced bills to prohibit banks from engaging in real estate brokerage. Rep. Ken Calvert (R-CA) and Sen. Wayne Allard (R-CO) reintroduced those measures (H.R. 111, S. 98) on January 7.

In addition, The Fair Credit Reporting Act (FCRA) and financial privacy standards for information sharing are high on the agenda of both these committees. Financial services industry lobbyists are pushing to extend FCRA federal preemption of rules on affiliate information sharing. However, members of a broad industry coalition could have an uphill struggle to keep the preemption in effect since the states

would be authorized to make their own rules if federal legislation does not pass this session. Reauthorization of this expiring legislation is expected to focus debate on whether and how institutions, including insurance companies, can share a customer's personal information. According to congressional, industry, and consumer advocacy sources, the House of Representatives is more likely to extend the FCRA without major change. However, Chairman Richard Shelby (R-AL), a privacy hawk, believes that the balance struck for information sharing in Gramm-Leach-Bliley was insufficient and that individuals should have greater control and choice in how their financial information is shared and sold. Identity theft also looms as a practical problem. Therefore, according to Sen. Shelby, "The debate over the FCRA reauthorization will likely elevate the debate over financial privacy beyond the terms of the law itself."

In addition to financial privacy, Chairman Shelby is expected to highlight regulatory relief legislation, restoring consumer confidence in the markets, and overseeing implementation of the Sarbanes-Oxley Act corporate accountability law.

In the House Financial Services Committee, the focus is now on unfinished business from last session, including deposit insurance reform, regulatory relief legislation, interest on business checking, and oversight of the implementation of the Sarbanes-Oxley Act of

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ALTA Directory of Technology Products & Services

When you need to increase the efficiency of your operation or make improvements to existing technology infrastructure, it's hard to know where to start. The ALTA Directory of Technology Products & Services has been developed to help you. All the companies listed here have posted detailed product information at www.alta.org/techsurvey.

What can you see online? Each company provides information about their products and services. If you're wondering what size offices use the products and which states have a lot of customers, you'll find it in the Directory. Looking for features and functionality . . . e-commerce capabilities . . . operating system requirements? Look no further.

New to the Directory is a company's ability to host an online discussion forum about their products. Never before has it been so easy to learn about the products and services that can make a difference in your operation. Also new is your chance to help others in the industry. If you're using a product from one of these vendors, add your name to the list of current users willing to share their experiences with peers shopping for technology.

Some of these companies will be among the 30+ vendors exhibiting at ALTA's Tech Forum 2003, March 9-11, at the Mandalay Bay in Las Vegas. Once you've narrowed your choices online, you can meet the vendors and see live demos during the Tech Forum.

Coming soon . . . the ALTA Directory of Business & Consulting Services. Read ALTA's E-News and watch the Web site for details.

Tips for shopping for a new or updated solution

1. Assess your current situation. Are you falling behind the competition? Duplicating keystrokes and staff efforts? Is it difficult to communicate and exchange information with technologically advanced customers and suppliers? Ask your staff for feedback and suggestions.
2. Assess the state of industry technology. ALTA, state associations, and industry trade shows are all good sources. Ask your current vendor about new versions and products.
3. Determine your specific needs. Now that you know what's possible, look at your strategic plan and determine how today's solutions can help you accomplish your goals.
4. Determine your implementation expectations. How long should this take? What is the budget? Who is your in-house project manager? A thorough needs assessment and informed decision-making are the prelude to implementation, testing, and training.
5. Develop a Request For Proposals. Ideally, you'll bring your RFP to a trade show. Otherwise, call each vendor to develop a solid contact who will give your RFP full and prompt attention. Visit www.alta.org/tchnlgy/index.htm for a model RFP.
6. Analyze the candidates. Review the proposals and identify the vendors who can meet your needs. Visit the vendor's headquarters. Check references. Schedule in-house demos.
7. Make a decision. Share the decision with staff and arrange a full demonstration of the product for any staff members who were unable to see the original demo.
8. Consider business practice changes. Take a fresh look at the chosen product's capabilities. A product will often exceed the needs outlined in the RFP and offer unexpected business benefits.
9. Begin the implementation process. Develop a positive relationship with your project manager and the technical staff. Visit the vendor's support center and meet the support specialists. Provide progress updates to staff.
10. Testing, training, and going live. Possibility has become reality! This stage is key to staff acceptance. Be aware of the challenges of change and plan for follow-up training sessions.

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Four Generations in One Business: Gift or Gap?

by Claire Raines

Learning how to work with different generations can be challenging. Just a few years ago, we were separated from other generations at work by rank and status. We weren't as likely to rub elbows on a daily basis with people in other age groups. But today we work side by side with other generations nearly every day of the week.

Generations are made up of tremendously diverse groups of people who share a place in history. What gives each generation its unique character is the set of programming experiences they shared during their first most formative years.

During any given era the media bombards children with consistent and compelling messages. The school system reinforces a unique set of values. Parenting patterns unique to each era shape and mold its children. Each era has its own mood, a flavor or tone that pervades the developing perspective of youth. These

Introducing...

Allow me to introduce you to four people who could be working side by side in your title business. As you'll see, each one has a different perspective, work ethic, and communication style.

George

First, there's George, born in 1934. He's sometimes considered "one of the good old boys." He'd tell you he's been in the business "since dirt." He has a good head for business, is detailed, logical, and thorough. He's one of those people you can absolutely count on; if George says he'll take care of something, you can take that check to the bank. If he commits to meet you somewhere at 8:15, he's likely to be there by 8:00. George is a member of the WWII Generation, born between about 1920 and 1940.

He's not old enough to have fought in World War II, but the war was the



work ethic today revolves around discipline, sacrifice, respect for authority, delayed reward. You'll never hear George whine. He's known for keeping a stiff upper lip. His contemporaries are sometimes called the Builder Generation because under the leadership of President Roosevelt they built the infrastructure of the U.S. and Canada as we know them today. Certainly George's generation also built the infrastructure of the way we do business today.

What gives each generation its unique character is the set of programming experiences they shared during their first most formative years.

messages—often invisible, especially at the time—have a profound effect on the generation as a whole.

As a manager how do you get the generations to listen to each other, respect the others' contributions, tap into their differences, and collaborate in order to get the job done effectively and efficiently? Let's look at the characteristics of the various generations so you can learn their differences when approaching work.

very air George breathed as a child. In the aftermath of the Great Depression, economic hardship was one of the most compelling programmers George was shaped by. Heroes, and especially war heroes, were venerated. Schools and families taught discipline, sacrifice, and civic virtue—all for the common good. Hardship and the civic response to it were hallmarks of the time.

It makes sense, then, that George's

Four Current Generations

- George
World War II Generation
Born before 1940
- Patricia
Baby Boom Generation
Born about 1940 to 1960
- Derek
Generation X
Born about 1960 to 1980
- Ashley
Millennial Generation
Born about 1980 to 2000

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Patricia

Patricia was born in 1952. With a promotion a couple of years ago, she is at the high point of her career. A recent milestone in her life was the birth just last month of her first grandchild. She's nothing like her grandmother at the same age; Patricia is divorced and dating, driving a zippy new car, wearing spandex, and going to yoga classes three times a week. Her career has meant the world to her; she's given it her heart and soul, dedicating decades of evenings and weekends to her job. Patricia is a member of the Baby Boom Generation. Though the post-World War II boom in births actually started in 1946 and continued through 1964, interviews I've conducted consistently show that Baby Boom values tend to run from about birth year 1940 through birth year 1960.

Patricia's perspective was shaped by the post-World War II era. The

economy was on a straight-up growth curve; it was the most prosperous time the country had yet known. The mood was expansive; people were fascinated by the western frontier, and by the frontier of space, "to boldly go where none had gone before."

Children were in the spotlight. Dr. Spock urged parents to throw away the schedule, to let babies dictate their own schedules, and to simply love and nurture their offspring. In school Patricia learned to be a good team member; hers was the first generation to be graded on their report cards for "works well with others," and "shares materials with classmates."

The era began to change dramatically with the assassination of JFK and the advent of the Cold War. U.S. involvement in Vietnam drove a wedge down the middle of the Baby Boom generation and created a chasm between the older and younger generations. The civil unrest we

associate with the 1960s was the logical outcome of the powerful and compelling mandate to the new generation to create a better world. This expectation was so pervasive that *Time* magazine awarded its 1967 "Man of the Year" award to the Baby Boomers, charging them to end racial inequality, clean up our cities, and find a cure for cancer.

Patricia still believes it's her mission to make a difference in the world. She takes credit for being a part of the revolution that changed the workplace. As she sees it, companies were rigid and structured and hierarchical when she first went to work. She took part in creating a company vision that was much more inclusive...more diverse...more humane... flatter... fairer. She and her colleagues accomplished these things as a team. This is the year, though, that Patricia hopes to spend more time in her garden and less on her cell phone.

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Derek

Derek was born in 1970, he's considered one of the business's rising stars. With a good head for business, he handles customers and contracts quickly and efficiently. He's direct and straightforward. He's not interested in "climbing the ladder" or "paying his dues." He's got a young family and outside interests galore, and he won't stay with any job that won't allow him the time to enjoy both. Derek is a member of Generation X, born from about 1960 to 1980.

When Derek was a child, the post-World War II era was over. It was the Watergate era. The President and other national leaders went down in disgrace—publicly. The divorce rate soared. Latchkey children became the norm. The economy was on a roller coaster ride. The Challenger disintegrated before the very eyes of grade school children across the nation. Children were taught to "never just do what an adult tells you. Always ask 'why?'" For the first time, adults on lifestyle surveys rated "cars" above "kids" as necessary for a good life.

At work today Derek isn't the team player Patricia is. As a child he was on his own in the afternoon, playing Nintendo and Atari. Where Patricia is team oriented, Derek is self-reliant. He would tell us that Patricia "lives to work." He just wants to "work to live"—and to pay off his debts. He's committed to his job, and he's a hard worker. He'll put in long hours—especially if it is financially rewarding—but he expects to see a light at the end of the tunnel. He's not out to change the world, just to have a life.

Ashley

Finally, meet Ashley, born in 1984. She's a summer intern. At school she's in student government, on the soccer team, and in the debate club. She's bright-faced, confident, and

Checklist: Is Your Work Group Generationally Friendly?

- There's not just one type of person who's successful here.
- When we put a project team together, we consciously include a variety of perspectives.
- We treat employees like customers.
- We talk about—sometimes even joke about—different viewpoints.
- We talk openly about what we want from our jobs.
- Our policies are based on what customers and employees want.
- We have a minimum of bureaucracy and red tape.
- Our work atmosphere is relaxed and informal.
- We have a lot of fun together.
- We're known for being straightforward with each other.
- The people who work here have the big picture along with specific goals and measures and feel free to find their own best way of reaching them.
- We expect the best from everyone here, and we treat them as if they have great things to offer and are motivated to do their best.
- We focus on retention every day.
- Our work assignments are broad, providing variety and challenge and allowing each employee to develop a range of skills.

—adapted from *Generations at Work* by Ron Zemke, Claire Raines, and Bob Filipczak. (AMACOM, 2000)

cheerful, with a genuine interest in the business. Ashley is a member of the newest generation on the job, the Millennials, born about 1980 to 2000.

Ashley is growing up in a world that's altogether different from the one that shaped Derek. Whereas Derek sometimes quips that he was "raised by wolves," Ashley's parents have been immersed in her life—and she in theirs. She's gone to work with her mom. When her folks go out to dinner, they take her along. When the family bought a new car last year, she got the relevant facts and figures from the Web and took an active role in the final buying decision. With Internet pen pals in Singapore and Senegal, she sees the world as global and connected, 24/7.

Ashley's teachers and parents began talking to her years ago about where she would attend college. They've

even visited a couple of prospects. She knows that getting into a good school will require not only good grades, but a record of leadership and community involvement.

The catalyzing event for the Millennial Generation—the moment in history that occurred when they were all tots and teens and that they'll remember in vivid detail until they're in their nineties—is September 11. It's an event that challenges this new generation to prove themselves. Sociologists had already been describing them as "civic-minded new heroes." September 11 sparked a rebirth of heroism and civic pride in the U.S. Suddenly, firefighters and policemen and national leaders were seen in a new light. The flag, which may have been gathering dust in the back of a closet, reemerged in the living room window and beside the

About Your Associates Born Outside the U.S.

To be effective at seeking out and tapping into the talents of a diverse group of colleagues, we must have an understanding of what each one brings to the table. The first step is to know a little about each one's background.

For those coworkers you work closely with who were born outside the U.S., you should have at least a basic knowledge of their country of origin. Specifically, you should know:

- Where their country of origin is located.
- Who the current national leader is
- What type of government the country has.
- What major events have occurred there in the past few decades
- How Americans are perceived—positively and negatively
- If there are cultural sensitivities you should be aware of.

front door.

At work today Ashley is a positive contributor, although her older colleagues sometimes resent the combination of her confidence with

her lack of work experience. She wants to be part of a positive, collaborative work environment. She describes Derek as "cynical" and "edgy" and wishes aloud he'd lighten

up. Ashley as a colleague is still a work in progress. The cultural messages—and especially the work experiences—that will shape her values and work ethic continue to unfold.

Managing the Mix

So just how do you get these various groups to work together well? Over the years I've seen teams paralyzed by generational differences: stuck in quagmires of conflict, full of resentment for one another. I've also seen teams tapping into their differences, enjoying each other, and using those differences as sources of creativity and productivity. After spending time with the teams that weren't doing well, I've racked my brain to figure out what was going on. While watching creative, productive, mixed-generation teams, I've listened to their conversations, asked them about their relationships, and analyzed

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what made them successful. It comes down to these six basic principles:

- **Initiate conversations about generations.** Get people talking about generations—their own, other generations, their judgments, stereotypes, expectations, sensitivities. Here's why. Team members often make judgments about each other without realizing those judgments are generational in nature. One believes another has no "work ethic." Someone else feels a colleague isn't a "team player." These judgments become ingrained in the way the team works and interacts. The accusations are usually uttered behind the back of the only person who can actually do something about them. They become self-fulfilling prophecies.

It's as if all this stuff is under the table. Until we get it out into the light of day, on top of the table where we can sort through it and deal with it rationally, it just causes a mess. It's like Abe Wagner, a guy in Denver who teaches business relationship seminars, says, "Say it straight or they'll get it crooked." When the generations topic is out and the team begins to understand generational differences, they realize that some of their judgments are, in fact, generational baggage. The issues become less personalized and more generalized. They're easier and more comfortable—sometimes even fun—to talk about.

- **Ask people about their needs and preferences.** Many good-hearted, well-meaning team members do virtually everything in their power to make things right for the one coworker who is struggling. Out of the best intentions, they project their preferences on the other. I've heard lots of older workers say, "I set it up just the way I would've wanted it when I was his age." In

fact, the only way to know for certain what a coworker's needs and preferences are is to ask the coworker! A simple principle, but one we so often overlook.

- **Offer options.** It's no longer a one-size-fits-all world. It used to be that if you wanted coffee, you had two options: regular old coffee or instant Sanka, the only decaf choice. Today we expect options. As consumers we expect to be able to get exactly what we want, exactly how we want it—a venti, three-shot, sugar-free vanilla, nonfat, no foam, extra hot decaf latte. (You can actually get any of these at your corner Starbucks.)

As employees we expect no less. We want a cafeteria of choices for our personal benefits plan. We want a smorgasbord of options for schedules, from job-sharing to part-time to Thursdays off. We want training that

A multigeneration work team can benefit your organization in many ways because it's more flexible, more representative of your market, more innovative, and more diverse.

suits our personal best learning style. We want choices about where and how we work—from a cubicle of our own to a team workroom to a laptop in the backyard. Working successfully with the mix of generations means being flexible, offering as many choices as possible to suit the needs and preferences of a diverse workforce.

- **Personalize your style.** Be flexible. This is the Titanium Rule—doing unto others, keeping their preferences in mind. For leaders it means managing individuals by understanding each person's styles and preferences, adapting your style for each. For team members, it means learning about the preferences of the others on your team and finding creative ways to meet those expectations.

- **Build on strengths.** The best mixed-generation work teams recognize the unique strengths of each individual. Instead of focusing on deficiencies, managers and team members learn what talents, strengths, contributions, and skills each player brings to the team—and they watch carefully for emerging strengths. People who are different are urged to be themselves, rather than blend in with the rest of the team.

My best boss ever had a way of making every member of the team feel that he or she was his personal favorite. His name was Ken Smith; today, he's the head of Sandy Springs School in Maryland. When we worked together, Ken sought out the unique contributions of each person and found ways to use those contributions to get the work done efficiently and effectively.

Years later, I realize how much he helped me to identify the things I enjoy doing and am good at. I really appreciated, too, the wide variety of challenges he gave me and how willing he was to let me try anything I wanted to take on. He saw strengths in me that I had not recognized, and helped me build on them.

- **Pursue different perspectives.** Many work teams would tell you they tolerate differences, but the mixed-generation ones that truly succeed go far beyond tolerance. They actually choose people with varied backgrounds and perspectives to work on projects together. As they recognize areas where they're missing diversity, they pursue team members

Generational Profiles

WWII Generation

Outlook: practical
Work Ethic: dedicated
View of Authority: respectful
Leadership by: hierarchy
Relationships: personal sacrifice
Perspective: civic

Baby Boom Generation

Outlook: optimistic
Work Ethic: driven
View of Authority: love/hate
Leadership by: consensus
Relationships: personal gratification
Perspective: team

Generation X

Outlook: skeptical
Work Ethic: balanced
View of Authority: unimpressed
Leadership by: competence
Relationships: reluctant to commit
Perspective: self

Millennial Generation

Outlook: hopeful
Work Ethic: ambitious
View of Authority: relaxed, polite
Leadership by: achievers
Relationships: loyal
Perspective: civic

representative of your market, more innovative, and more diverse. Today's best companies create competitive advantage by becoming the employer of choice and by being the company all the best people want to work for. This requires a work culture that recognizes and appreciates a variety of perspectives, styles, and opinions; a culture where differences are sought out, valued, respected, and put to use.

Claire Raines is considered one of the nation's leading experts on the generations at work. She is an award-winning author, dynamic speaker and trainer, and highly regarded management consultant. This article is adapted from her session during the 2002 ALTA Annual Convention and from her book, *Connecting Generations: The Sourcebook* (Crisp Learning, 2003). She can be reached at ClaireRain@aol.com.

to fill those voids. That pursuit leads them to recruit people who are not carbon copies of themselves. Then, as the team works together and differences

emerge, the different perspectives are supported and encouraged. A multigeneration work team can benefit your organization in many ways because it's more flexible, more

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How to Avoid the Biggest Sales Mistakes

by Dan Miller

The word “sales” is funny. Many times at our workshops, we ask people to define “sales” and get all sorts of interesting answers. Unfortunately, most of them are usually incomplete or, even worse, completely off the mark. Responses typically include everything from “building relationships” to “closing the deal,” both of which possess elements of truth but aren’t thorough enough to fully explain the sales process. One of the reasons for this is that our perception of selling is governed by our everyday observations and experiences. It’s natural for our perception to be colored by the way salespeople in the title and settlement industry have tended to develop and retain business relationships. A real definition of successful sales activities

Salespeople, even successful ones, are notoriously poor at setting goals.

should focus on only two things: 1) how we acquire new clients, and 2) how we grow and retain business relationships with existing clients. Using this test, anything we do or our organization does that directly and tangibly contributes to these two things can be considered “selling.” Anything else has to be defined using some other word. It might be worth doing, but it’s not sales.

The purpose of this article is to help readers understand the management-related activities necessary to produce successful and

ongoing sales results and to understand a few of the common mistakes many salespeople and managers tend to make. Consider this the Cliff Notes version of a highly developed body of sales and sales-management knowledge. Whatever the case, since we now have a clear working definition of what sales is, we can start to explore how to do it.

Sales Effectiveness

What makes a sales manager effective? Although many things contribute to a sales manager’s effectiveness, there are several main themes to be concerned with. The themes in order are hiring right, defining expectations, setting measurable goals, coaching and accountability, motivating, compensating, and training. Clearly, we can’t cover all of these in any significant detail, so we’ll focus on the items that are the most important contributors to success. If a sales program doesn’t contain these elements, the only way to grow market share is through recruitment and acquisition. We’ll accept that any comprehensive business strategy would include a competitive recruiting strategy and focus on organic revenue growth in conjunction with one another.

The first thing any aggressively successful sales program should focus on is setting measurable individual sales goals. Salespeople, even successful ones, are notoriously poor at setting goals and monitoring their own progress, due in part to their



overwhelming aversion to paperwork. The bad news is that because of this predisposition, our industry hasn’t pushed a reasonable, proven methodology of goal setting that increases financial performance to the business and helps the salesperson to increase his or her own income. Without accountable goals, market-share growth is almost impossible, since most humans, when left to their own devices, tend to maintain status quo rather than actively expand their efforts and results (hence the term “comfort zone”).

Successful Goal Setting

Here are some rules for successful goal setting in a sales environment. First, set goals on a monthly basis with each salesperson and focus on results (we prefer target prospects, orders, revenue, and new clients as measurements) as well as activities. We monitor first meetings, cold contacts, and referrals, among others. Our company has Internet-based software to keep track of these items, but goals could just as easily be written on a yellow legal pad. Tracking this data is critical to the coaching process, which we’ll get to in the next section. Be sure to force the

salesperson to be reasonable (realistic) about their goals and to push themselves at the same time. Every month every goal should extend beyond the prior month's performance, if even by a very small margin.

The next critical area of sales management effectiveness is the installation of a formal coaching process in your sales program. Our company has found that optimal results are achieved by conducting one strategic meeting (planning and evaluating goals and results) and one tactical meeting with every salesperson individually, every month. During these meetings (which should last no more than an hour) every aspect of the salesperson's success, struggles, and failures should be reviewed, and the sales manager should offer tactical advice. As an example, let's say a salesperson is having a difficult time obtaining a

meeting with one of his/her top targets. The sales manager's job as a coach is to offer suggestions (such as making calls before or after regular business hours) that help the salesperson to achieve the desired result. In addition to these coaching meetings, sales managers should spend time in the field with every salesperson a minimum of once a quarter (but preferably once a month). The purpose of these field meetings is to assist the salespeople in their most difficult offices/targets and to meet their best existing clients. It's important that every field day contain at least two meetings with prospective clients and one with a powerful existing client. If the salesperson simply takes a sales manager around to friendly offices, it won't be a productive endeavor. Help the salespeople to understand the parameters about the day beforehand and be sure to be tough about enforcement.

Offer feedback (positive and negative) immediately following each call, and summarize your overall impressions at the end of the day. Close the field day by suggesting specific next steps to the salesperson. Take good notes and follow up with the salesperson regarding the next steps suggested. By doing all these things, field time becomes a productive mechanism for training, motivating, and achieving greater individual sales performance.

Sales Mistakes

Implementing the ideas above – goal setting and coaching—are the two most critical components of a successful sales program. This isn't to say that other items, such as compensation, motivation, sales meetings, and tactical training, aren't important. They are. What is critical to recognize is that goal setting and coaching in the manner described are the two most critical factors in

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increasing market share year after year.

Since we've covered a couple of critical areas of success, we should also discuss some areas where sales programs and activities fall short. Oddly enough, these sales and sales management mistakes closely relate to the rules for success.

Sales Mistake #1 – Failure to install a system of targeting specific, prospective clients. Our company asks salespeople to choose 25 top prospects every month that don't already do business with us and are in the top 20% of production in their market. Focusing on offices (rather than people) or not having a good prospect list diminishes new client production by almost 50%. Don't let this happen to you.

Sales Mistake #2 – Reactive sales management rather than proactive coaching. Many times it's easy to get stuck in a reactive mode, responding

to salespeople as they request assistance rather than proactively setting strategy and goals. Avoid this by installing a formal coaching and goal-setting process as the core of the sales management strategy.

Sales Mistake #3 – Arming salespeople with tools rather than tactics. Tools are nifty. Salespeople love tools. Tools are tangible things that are trendy, gimmicky and provide short-term competitive advantages. The bad news is, tools do nothing for sales efforts without tactics and execution. Tools are distracting and allow potential clients to say no quite easily because they allow salespeople to focus on features rather than needs. Give salespeople tactical methods of exploring the needs, fears, and goals of successful prospects and the ability to customize solutions and you have a nonduplicable sales arsenal...one that lasts and survives every fad. Add some substantive tools to the arsenal,

but use them as sales supplements rather than sales substitutes.

Sales Mistake #4 – Forgetting to ask for business every day. Salespeople should ask for business at every opportunity, with both existing and prospective clients. The best sales tactics and tricks won't get a salesperson anywhere if he/she isn't willing to ask for the order. Be sure that all salespeople are willing, able, and enthusiastic about asking for business, and their results will reward them.

Success in sales comes in many methods, shapes, and sizes. Follow the rules I've outlined in this article and you'll be one step closer to adding rocket fuel to your efforts.

Dan Miller is CEO of RightNow Business Development Systems, a company that helps its clients improve sales results. He can be reached at dmiller@nowstuff.com or 925-284-7611.

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Defalcations- Show Me the Money!

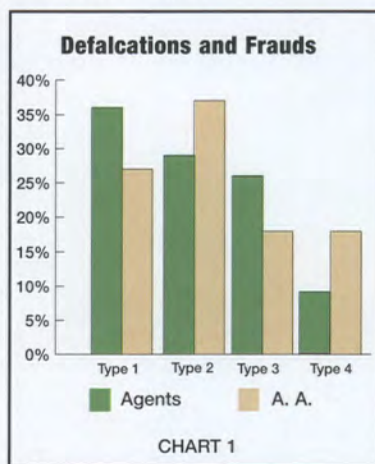
by William August

Defalcations and frauds in both agent and direct operations have been a continuing issue and exposure to the title industry over the years, and the trend does not seem to be improving. In early 2002 the major underwriters were asked to provide information regarding the defalcations they incurred over the prior five years. Not all underwriters provided information, and for some of the years the information was not complete. However information provided indicated that there was a significant number of defalcations during those five years. The significance of the dollar amount and the number of reported instances support the necessity of strong internal controls in both agent and direct operations and the necessity of an active supervision and control program by the underwriters over these operations.

More extensive information was provided regarding agent defalcations. Information on 119 agent defalcations over this five-year period was provided. Information on an additional 11 defalcations caused by approved attorney's was also provided. It indicates that agent defalcations continued to present a large problem for under-writers. The underwriters were asked to classify defalcations incurred by dollar range as follows:

Category	Loss Range
Type 1	Under \$50,000
Type 2	\$50,000-\$250,000
Type 3	\$250,000-\$1,000,000
Type 4	Over \$1,000,000

The following chart highlights the percentage breakdown of defalcations and (see chart) frauds reported based on the above loss ranges for both agents and approved attorneys. On an overall basis 65% of the frauds reported were over \$50,000 and 10% were over \$1,000,000.



These reported defalcations were further broken down into four general geographic areas: Northeast, Southeast, Central, and West. The largest number of agent defalcations occurred in the Central area, followed closely by the Northeast, and then the Southwest. The Western area had the fewest. Of those that were reported in the West, 75% occurred in the Pacific Northwest. Outside of the West, agent defalcations were geographically spread out evenly throughout the country. Approved attorneys' defalcations were spread evenly between the Northeast and Southeast areas.

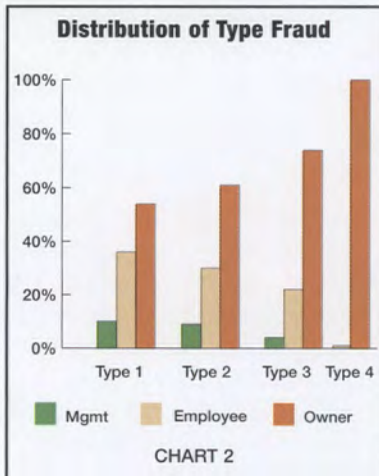
One area of continuing interest has been "who" committed the agent

defalcation. Answers supplied indicated that these defalcations were not always committed by the owner of the agency and indicated that employees of the agency have perpetrated significant losses. Underwriters were asked to breakdown the perpetrators of the fraud as to one of the three: owners, management, or employee. In those defalcations where the perpetrator was indicated (113 instances) 67% were performed by the owner of the agency, 27% by an employee and 6% by management of the agency. Where management was indicated as involved in the defalcation, the average loss reported was \$152,808. Employees from all areas of the agencies operations were indicated as involved in defalcations. In one case the agent's auditor perpetrated the fraud.

Further breakdown of the information provided confirmed that as the dollar amount of the fraud increased, the owner of the agency was more likely to be involved (See chart 2 on next page). Based on information provided, owners committed 100% of those defalcations over \$1,000,000.

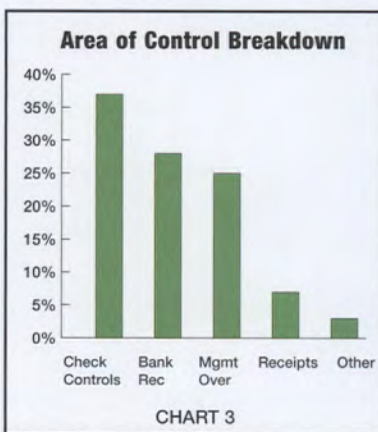
Length of time as an agent was also





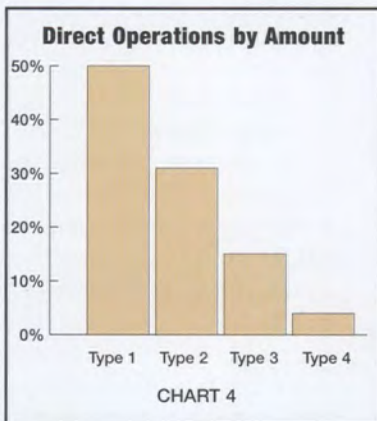
an area of interest, however it was only provided in 26 instances. In the cases provided, length of time as an agent did not act as an indicator of the occurrence of a fraud. Another interesting statistic provided was how the defalcation was discovered. In 55% of the time it was indicated that it was an internal audit that uncovered the defalcation.

Deficiencies in internal-controls that allowed the defalcations to occur were also provided. Responses indicated that basic internal control procedures were deficient in each one of the defalcations. Chart 3 highlights the frequency of occurrences based on percentage.



Deficient check control was the area mentioned the most in the responses. Non-completion of bank reconciliations and management override of controls were also frequently mentioned as areas that

were deficient in the frauds reported. Information, although not as extensive, was also provided on direct operations. Chart 4 summarizes by category type (dollar range) the distribution of direct defalcations. Approximately 50% of the direct defalcations reported were under \$50,000, which is in contrast to agency defalcations where 65% of the frauds were over \$50,000.

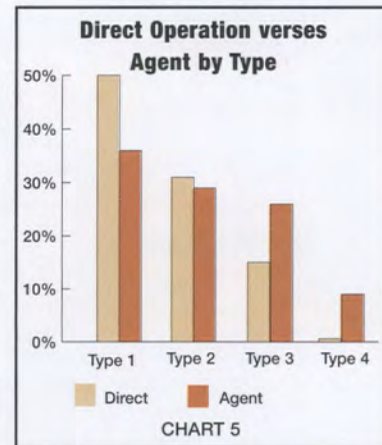


The internal-control breakdown regarding the defalcation in the direct operation was provided for some of the frauds. Check controls, as they were in agency operations, were listed as the most common control

Control Breakdown	#	%
Check Controls	9	30%
Circumvented/Management	8	27%
Reconciliation Procedures	4	13%
Insufficient Mgmt. Oversight	3	10%
Dormant Funds	3	10%
Diversion of Receipts	2	7%
Other	1	3%

breakdown that allowed the fraud to occur. The chart (above) lists the frequency of responses.

Finally, the relative frequency by dollar amount of agent frauds was compared to direct-operation frauds.



As Chart 5 indicates, as the defalcation decreases in percentage, the likelihood that it is an agency defalcation increases.

Overall, the data received regarding defalcations shows that frauds, especially agent frauds, continue to be an ongoing issue with underwriters. The average dollar amount of agent frauds is significantly higher than those frauds perpetrated in direct operations. In the cases reported, basic internal-control procedures were violated, which allowed the fraud to occur and go undetected for some period of time. As it relates to information provided on agents, a large amount of the frauds were uncovered by some type of audit oversight. These facts highlight the need and importance for management to continue to emphasize the need for strong internal controls in both direct and agent operation. Underwriters need to have an active supervision and control program, part of which would include internal audit, over both their direct and agent operations.

William August's CPA firm, William August & Associates, provides internal audit, fraud investigation, and due diligence services to his clients. Prior to starting his firm in 2000, he was vice president with Chicago Title for 17 years. He can be reached at augustwm@yahoo.com or 708-532-7628.

Viewpoint

by R.K. Arnold

We just got back from the MBA Commercial Real Estate Finance (CREF) conference in San Diego, CA. It was exciting to hear the "buzz" about our newest product, MERS Commercial. We've already kicked-off development after getting six major commercial lenders to invest their own capital. The MBA and the Commercial Mortgage Securities Association (CMSA) have both endorsed MERS Commercial.

The investors are: Bear Stearns, GMACC, GE, Capital John Hancock, Bank of America and Wells Fargo. Many of the other major players in the commercial sector are making preparations to use MERS Commercial as well.

Those of you who remember the original MERS rollout in 1997 know that it went more slowly than we had expected. MERS Commercial gives us the opportunity to do it over again—better! We've analyzed our mistakes and shortcomings from last time and boiled it down to two major challenges: Value and Education.

This time we've questioned and re-questioned our value proposition to the point where we're certain MERS is worth much more to our customers than it will cost them. And we've started early with them so they get comfortable with what they'll have to do differently in their operations to take advantage of the value MERS can offer.

Essentially, MERS eliminates the need for assignments in the commercial sector the same as for residential, but commercial loans

are typically bigger and more complex, which compounds the MERS value proposition. And MERS Commercial will be web-based, which means the work involved in connecting to the MERS[®] System is dramatically simpler and less expensive than before.

Another thing we'll concentrate on is managing expectations. We delivered the original MERS[®] System on time and on budget, and we'll do that same thing for MERS[®] Commercial in July 2003. But, don't expect that the entire commercial sector will jump out of bed the next morning and start registering all their loans. We're focused on a few motivated customers who'll go live early and lead the way for others whose nature it is to follow.

New Document Provider for MERS[®] 1-2-3 Announced

MERS would like to announce the addition of International Document Services (IDS) of Salt Lake City, UT, to its family of document providers offering services to MERS[®] 1-2-3 users. Correspondents and brokers, in the process of using MERS[®] 1-2-3, can now select IDS as their document provider of choice to generate "MERS as Original Mortgagee" (MOM) documents and valid assignments to MERS.

MERS[®] 1-2-3 allows members and non-members alike to generate complete closing packages and to create valid assignments to MERS for loans that do not designate MERS as the "original mortgagee." Developed in 2002, it was created to help MERS members more rapidly convert correspondents and brokers into MERS[®] Ready trading partners.

"The addition of IDS as a MERS document provider will be a great benefit to MERS[®] 1-2-3 users, giving them more options in their selection process," said Dan McLaughlin, executive vice president, MERS Product Division. "MERS is very happy to work with IDS in providing this service to both IDS and MERS customers."

"As part of the new partnership, we will be offering a free month of unlimited service and use of the application to all new IDS customers," said Mark Mackey, IDS director of sales. "MERS[®] 1-2-3, coupled with the IDS application, will help clients improve their efficiency and increase their flexibility."

IDS is a provider of loan documents for mortgage brokers, investors, banks, title companies, closing attorneys, escrow companies, lenders, credit unions, and other financial institutions through customized software. More information on IDS can be found by going to www.idsdoc.com.

Did You Know?

The MERS[®] Knowledge Base Is Here To Help!

An issue sometimes comes up that is unique to a particular member or process and is not covered in the procedure manuals or in MERS[®] OnLine Help. With the introduction of MERS[®] System release v7.0, another powerful resource tool is now available to all members—the MERS[®] Knowledge Base.

The MERS[®] Knowledge Base is an up-to-date repository of troubleshooting tips, commonly asked questions, procedures, and explanations for MERS-related issues. The MERS Technical Support team maintains this Knowledge Base and updates it frequently to include any new issues or items that will benefit members.

You can access the MERS[®] Knowledge Base from the Main Menu options within the MERS[®] OnLine application. To use the MERS[®] Knowledge Base, simply enter a keyword in the Index, or refer to the Table of Contents. You can also perform a full-text search by entering any word that appears within the topic. If your topic is not covered, you may also submit a question directly to the Technical Support team by selecting the Questions or Comments menu option and completing the submission form. You will receive an answer directly from the Technical Support team the same business day.

For immediate assistance, you may also contact the MERS Help Desk at 1-888-680-MERS (6377).

Straight Talk

by Sharon Horstkamp, MERS Corporate Counsel

Neither Rain, Nor Sleet, Nor Snow...

We recently had a member claim that MERS was served with a Summons and Complaint, and we did not forward the document to them so that they could file an answer in time. The end result is that like the old saying goes, "Neither rain, nor sleet nor snow" will keep the MERS mailman away.

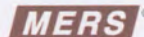
The first thing we did was to research whether or not MERS actually received the piece of mail by looking at our archived documents. We retain all images of mail we receive, and by using the MIN, we can see all the mail we may have received on a particular registered mortgage loan.

Once we confirmed that we received the mail in question, we further researched to verify that we sent the mail to the current servicer listed on the MERS[®] System in a timely manner. We discovered that the mail did get sent to the member, and with our records, can pinpoint the exact time and day and to whom it was sent. Once it was sent to the member, the member must then forward the document to the proper member's department for resolution.

Each MERS member has the ability to determine how they want to receive mail (via e-mail attachment, and fax, regular or overnight mail). This is done in the member's profile at the time of integration. Operationally, we can only send mail to one point of contact because we cannot make the determination on behalf of the member who should be receiving what mail. It is up to the point of contact at the MERS member to distribute it to the proper department or person internally.

We encourage our members to continually update their instructions to us if the mail contact person changes. Also, make sure that someone is checking the MERS mail on a daily basis. This will ensure that future problems like this one are avoided.

1595 Spring Hill Rd,
Suite 310
Vienna, VA 22182
(800) 646-MERS (6377)



Communications Manager
Karmela Lejarde,
karmelal@mersinc.org.



for the record

www.pria.us

PRIA Releases DTD Version 1.05

In a significant step toward improving electronic recording standards, the Property Records Industry Association has released version 1.05 of its XML Document Type Definition.

XML, or Extensible Markup Language, allows delivery and reading of electronic property records data over the Internet. Document Type Definition is a template that will enable document preparers, county recorders and others to ensure that electronic data they receive correctly matches standards.

"Recorders who accept e-recordings using the PRIA DTD will be able to both extract data for indexing, and, if the recording software includes the capabilities, validate certain data automatically instead of manually," said John Jones, coordinator of the XML e-

recording workgroup. "For example, signatures of witnesses and Notaries can be checked to assure their presence, and dates can be checked to determine if things were done in the right sequence."

Though the new DTD has not been implemented by either the public or private sector yet, Jones said some private sector systems that use XML will be modified to support PRIA's DTD.

PRIA is working closely with MISMO to make sure the new XML DTD matches their standards. PRIA also plans release of a draft DTD specifically for Notary certificates, Jones said. This new DTD could be used for documents that are notarized but not recorded, and would help recorders issue certified copies of recorded documents, Jones said.

Document Formatting White Paper in Works

PRIA members have come forward with helpful commentary and input in developing the new First Page Document Formatting White Paper.

Though still in the early stages, many volunteers have made important contributions, including data on state statutes, local formatting requirements and other critical statistics, said Standards Committee co-chair Kathi Guay.

"The response has been very good," she said. "We are certainly hoping to have a draft available for the February PRIA meeting in Washington D.C., but we still have a lot of research to do."

Early research shows individual states use vastly different terms and formats for information included on the first page of recorded documents, Guay said.

"For example, descriptions are called 'maps,' 'lots,' 'blocks,' 'sections,' 'squares' and so on," she said. "There aren't a lot of standards when I look at what the different states require for document formatting."

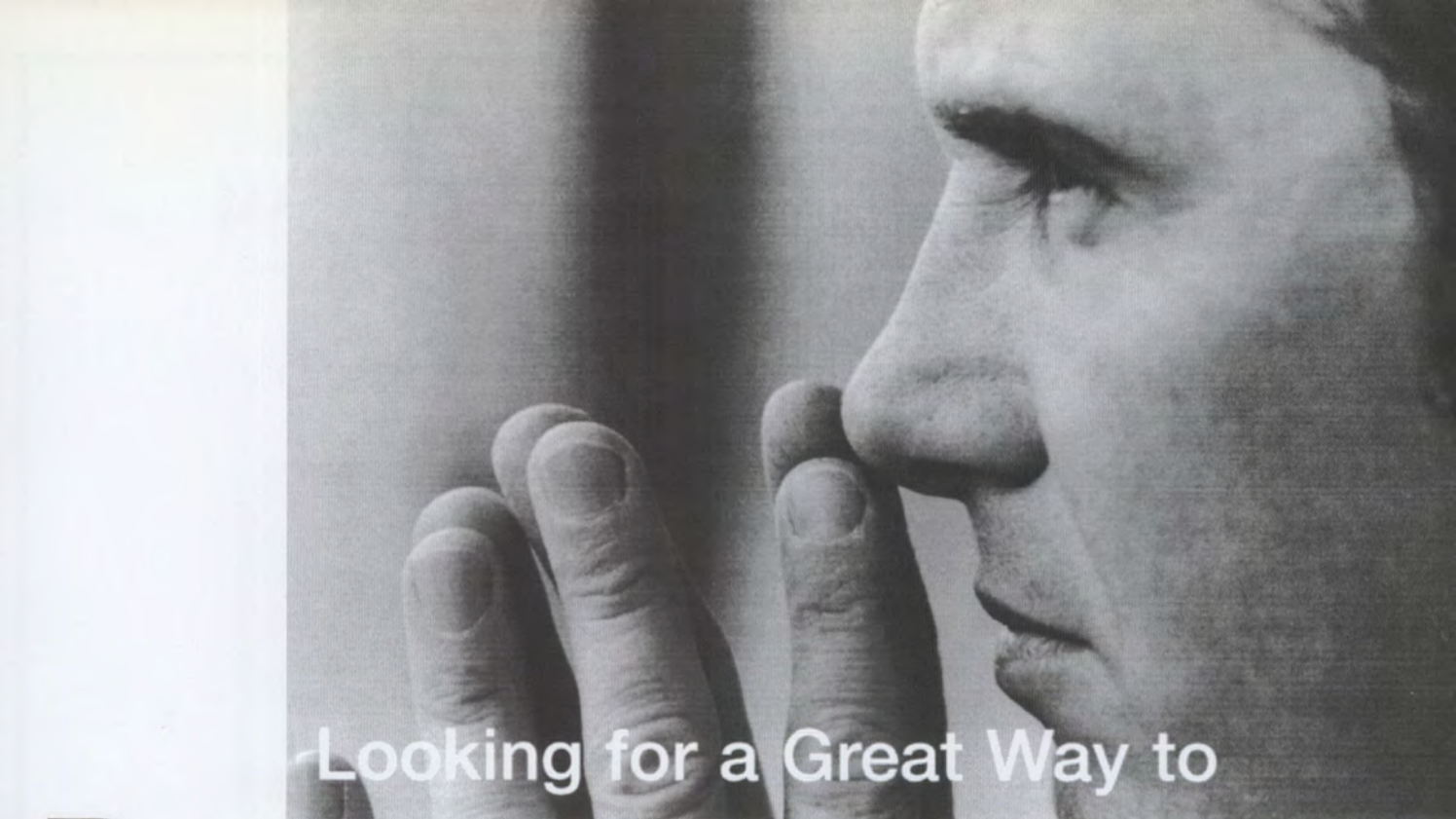
Guay hopes PRIA's work will change this. "The most significant goal we hope to achieve is a common ground for the recording industry to focus the most important pieces of information contained in a document in a conspicuous, clear and specific location," she said.

PRIA Introduces New Web Site

PRIA's new Web site is easier to use and visitors will leave it with a vivid impression about activity in the property records industry.

"It's more accessible now since we've changed our URL to www.pria.us. That makes our Web site much easier to remember and to type into your browser address line," said Webmaster William J. Stokes. The site overhaul became necessary because it was outdated from a design and content perspective, Stokes said. "Many of the pages referred to the early days of the Task Force from which we have evolved," he said. "We needed to integrate the language and requirements of our new articles of organization and bylaws into the site."

A future enhancement will be "database integration," which will allow visitors to link to PRIA's growing array of publications in content sensitive query format, Stokes said. "Users who want to know what we have in the way of Notary standards will be able to type the word 'Notary' in our query form and all our publications related to that term will be presented," he said.



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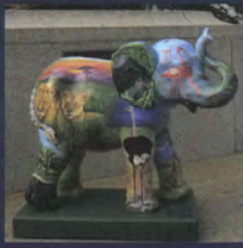
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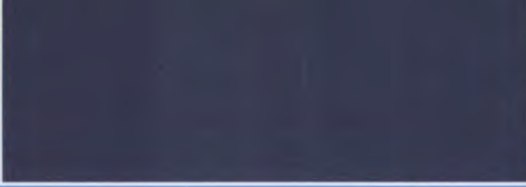


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PRELIMINARY PROGRAM

Sunday, April 13

8:00am-12:30pm

Affiliated Title Association Officer-Executive Meeting

This meeting for state associations leadership will feature an in-depth look at how to develop and maintain a media relations program, as well as have interactive roundtable sessions.

2:00pm-5:00pm

Abstracters & Title Insurance Agents Seminar & Meeting

This informative, interactive event is open to all abstracter/agent members. Specific topics will be announced shortly in a follow-up invitation to section members. Here's an opportunity to talk frankly with your peers on topics affecting your side of the title business.

6:00pm-7:00pm

Welcome Reception (sponsored by The Fund)

7:00pm-9:00pm

Government Affairs Committee Dinner (by invitation)

Monday, April 14

7:30am-9:45am

TIPAC Board Meeting

8:00am-9:00am

Continental Breakfast (sponsored by LandAmerica)

9:00am-9:45am

What Can Fannie Mae and Freddie Mac Do in 2003?

Armand Falcon, Jr., Director of the Office of Federal Housing Enterprise Oversight Board (OFHEO), is the primary regulator of Fannie Mae and Freddie Mac. Mr. Falcon will discuss how OFHEO looks at Fannie Mae and Freddie Mac's risk including title issues.

9:45am-10:15am

Will There Be New Federal Markets?

The Chicago and New York Federal Home Loan Banks have started a Mortgage Partnership Finance Program. Is this an evolving trend in new federal programs and a growth market—or just an anomaly? John Korsmo, chair of the Federal Housing Finance Board and a former title agency owner, will give attendees the inside perspective on how Federal agencies view the title insurance industry.

Monday, April 14, cont.

10:15am-11:00am

RESPA Compliance

While "reform" is on the horizon, it's probably still some time before any changes occur. In the meantime, title agents still have a responsibility to comply with RESPA disclosure requirements, and your lender and Realtor® customers are making requests every day that may raise alarms in the halls of HUD. What do you need to do to comply right now with RESPA? This discussion will focus on current enforcement investigations and agency priorities.

11:00am-12noon

An Update on ALTA's Public Awareness Campaign

Representatives from Ervin Bell, ALTA's public relations firm, will discuss the current status of the Association's public awareness initiatives with Federal Conference attendees. The firm conducted four telephone focus groups in recent months and will share the results of that market research, as well as describe their efforts with the California Radian lawsuit and RESPA reform. Finally, they will give an overview of what members can expect in 2003 from these efforts.

12noon-2:00pm

TIPAC Luncheon featuring renowned pollster Dr. Frank Luntz

Frank Luntz is one of the most honored political and communication professionals in America today. *USA Today* labeled him one of the nine most influential minds in the GOP. *Newsweek* called him one of the three primary "engineers" of the 1994 Republican landslide, and he is the "hottest pollster" in America according to the *Boston Globe*. Not only was Dr. Luntz the pollster of record for the GOP's Contract with America, he was the pollster for Rudy Giuliani's 1993 and 1997 campaigns and served as a consultant to Michael Bloomberg's successful 2001 run.

More media outlets have turned to Dr. Luntz for polling and consulting than to any other political pollster. In the 2000 election cycle, he conducted almost two-dozen focus groups for MSNBC and CNBC and was a primary night and election night commentator for "The News with Brian Williams" on MSNBC. His "100 Days, 1000 Voices" segments for MSNBC received an Emmy in 2001. He is currently a consultant for the popular NBC drama "The West Wing" and consults for a dozen Fortune 500 companies.

Find out how political polling works, and how it can affect a campaign. Don't miss this informative session with Dr. Frank Luntz.



PRELIMINARY PROGRAM

Monday, April 14, cont.

2:00pm-2:30pm

Customer Information: Resource or Burden?

Are you breaking the law if you share information about your customers with Realtors®? What about if you sell your lists for marketing purposes, is that legal? Federal privacy laws restrict your ability to share your customers' information without their permission. Social Security Numbers (SSNs) may be on all your customer loan documents and files and in the county recorder's records. Federal legislation is pending that could restrict county governments' display of SSNs. Learn the current restrictions and plan for potential changes to protect you and your business.

2:30pm- 3:15pm

Are You Financing Terrorist Activities?

Have you closed a transaction for a terrorist? If you did and didn't know it, could you be criminally liable because you did the closing? Since September 11, coping with terrorism has been a fact of life for the American public, but you don't want to be part of the problem..As a real estate professional, you should be looking for suspicious persons in real estate transactions. What should you be thinking about; and what do you need to do? Many companies are already using the ALTA Web page to check the Treasury Department list of "Specially Designated Nationals." Hear firsthand from Federal regulators what forms you should have available in your office and the minimum requirements that will keep you from being liable if a terrorist tries to launder money through a real estate settlement.

3:00pm-5:00pm

Combined Government Affairs Committee/ Board of Governors Meeting

5:30pm-7:00pm

Reception (sponsored by Fidelity National Financial)

7:30pm-10:00pm

Dine-Arounds

Following up on the success of last year's Dine-Arounds, ALTA has reserved space at several of the city's acclaimed restaurants. Sign up at the registration desk and enjoy a wonderful evening of good food, good drink, and excellent companionship—a great opportunity to meet and mingle with other Federal Conference attendees!

Restaurants (sign up on-site):

Oceanaire Seafood Room - near the White House

Nick & Stef's Steakhouse - near the MCI Center

Barolo (Italian) - near the Capitol

Tuesday, April 15

8:00am-9:00am

Tech Task Force Breakfast Meeting

8:30am-9:00am

Continental Breakfast (sponsored by LandAmerica)

8:30am-9:30am

Electronic Transactions: Are Lenders Really Interested?

A number of county recorders participated in electronic transactions in 1999 and 2000. For the last several months, things have been fairly quiet. Why? Learn from industry participants why the adoption rate has been so slow, the issues that stand in the way, and what the title insurance industry can do about it.

9:30am-10:30am

Who's Afraid of RESPA Reform?

Will your services be part of a package in 2004? Or will title insurance be in a separate package? HUD will have reviewed many of the comments on the proposed rule and will have evaluated the recommendations made by ALTA. Some members of Congress are calling the rule anticompetitive, while others say it's the ultimate answer for consumers. Come hear from key decision-makers about the issues and the possible outcome. Get your questions answered by people in the know.

10:30am-11:30am

RESPA in the Marketplace: One-Stop Shopping

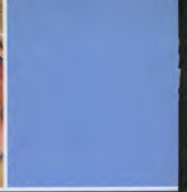
Are affiliated business arrangements and one-stop shopping working? ABAs are now a standard business model, and one-stop shopping has been the message to lender and Realtor® customers and consumers. Yet for all the hype, hoopla, and sky-high promises, many companies are on hold. Find out what's happening in this arena and determine for yourself if ABAs and one-stop shopping are really the way to go in the future.

11:30am

Walking Departure for Lunch at La Colline featuring Rep. Stephanie Tubbs Jones (D-OH)

(See next page for description)

La Colline Restaurant
400 N. Capitol St., NW
202-737-0400



PROGRAM & GENERAL INFO

Tuesday, April 15, cont.

12noon-1:30pm

Congressional Luncheon at La Colline featuring Rep. Stephanie Tubbs Jones (D-OH)

Congresswoman Stephanie Tubbs Jones, now serving her second term, is the first African-American woman from Ohio elected to the United States House of Representatives. A lifelong resident of the 11th District, which encompasses the East Side of Cleveland and includes parts of 16 municipalities, the congresswoman is a strong advocate for many issues. She is a friend of labor and the business community.

On the political side, Rep. Tubbs Jones is active in the Democratic Caucus within the House of Representatives. She spoke at the 2000 Democratic National Convention. The congresswoman serves on the powerful Ways and Means Committee of the House of Representatives, which has jurisdiction over taxes, trade, and Medicare. She also serves on the Committee on Standards of Official Conduct (Ethics). She is an active Member of the Congressional Black Caucus and chairs its Housing Task Force.

Rep. Tubbs Jones will speak to attendees on a centerpiece of the President's budget—tax reform. As a key member of the Ways and Means Committee, Rep. Tubbs Jones will be able to provide the inside story on the outlook for enactment of tax reform.

1:30pm-5:00pm

Capitol Hill Visits

One important feature of ALTA's Federal Conference is the chance to meet with Washington officials. While the House of Representatives and U.S. Senate will be in recess April 13-15, many Capitol Hill staff remain in Washington, and federal agency officials will be here as well. If you would like assistance contacting these decision-makers, please contact Ann vom Eigen, ALTA Legislative/Regulatory Counsel, or Charlene Nieman, ALTA Grassroots and PAC Manager, at 800-787-ALTA.

Hotel Accommodations

Occupying a full city block in the heart of Capitol Hill, the Hyatt Regency Washington on Capitol Hill is just two blocks from the U.S. Capitol and Union Station, and is walking distance to national and cultural attractions, restaurants and theaters. The hotel is located at 400 New Jersey Avenue, NW. (Local Non-Reservation Number: 202-737-1234.) Make reservations by calling 1-800-233-1234 by March 12th to take advantage of special ALTA room rates. Room rates (per night, plus tax): \$229 (single) and \$254 (double).

Airline Discounts

Delta Airlines is the official carrier of the ALTA 2003 Federal Conference. Call 1-800-241-6760 and reference file #193434A for discounted airfare.

Rental Car Discounts

ALTA has arranged special rental car rates for this event. Call Avis at 1-800-331-1600 and refer to file #D833367.

Ground Transportation

There are three airports that service the metropolitan Washington, DC area—Ronald Reagan Washington National Airport, Dulles International Airport, and Baltimore-Washington International Airport. Reagan National Airport is the closest airport to downtown Washington and is the most convenient. Cabs are available outside the baggage claim area and cost approximately \$11 to \$15 to the Hyatt Regency Washington on Capitol Hill.

The closest Metrorail stop to the hotel is Union Station on the Red Line. Although Reagan National Airport is on the Yellow Line, you can transfer to the Red Line at Gallery Place to reach Union Station.

Weather and Attire

Business attire is appropriate for all Federal Conference functions. The weather in Washington, DC in April is mild. Expect daytime temperatures in the high 60s and high 40s at night.

REGISTRATION FORM

Registration includes: General Sessions, TIPAC Luncheon, Breakfasts, and Congressional Luncheon. Does not include April 14 Dine-Arounds.

Important:

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Full payment for ALTA's 2003 Federal Conference must accompany this form.

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 Suite 705
 Washington, DC 20036

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Fax this form to ALTA (toll-free) with credit card payment:

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Online

Register online at: www.alta.org

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Check here if you plan to attend the TIPAC Luncheon on April 14.

5. Congressional Luncheon

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California

Barbie Hendon has been named client manager for First American Title Insurance Company's National Commercial Services Group, Santa Ana. Prior to joining First American, Hendon spent more than 17 years with Compaq Computer Corp. and Digital Equipment Corp. as sales and business operations manager. **Albert J.**



Lagomarsino has been named senior vice president and director for the company's California Agency Division.



Lagomarsino's tenure with First American spans more than 42 years. Most recently, he was northern California state manager and administrative regional vice president.

Raymond R. (Randy)

Quirk has been appointed president of Fidelity National Financial, Inc., Santa Barbara. Quirk succeeds Patrick F. Stone who will focus solely on his role as CEO of Fidelity National Information Solutions, Inc. Quirk joined FNF in 1985 and was most recently co-chief operating officer.



Idaho

Kelly W. Mann has been named commercial manager at Transnation Title and Escrow, Inc., Boise. Previously he worked for the American Land Title Company.

Massachusetts

Stephen Wilson, president of the Eastern Title Group for Old Republic Title, Boston, will take on additional responsibility as president of the Central Title Group for the U.S. Wilson joined Old Republic more than 15 years ago, and has more than 31 years of experience in the title business with companies that include TICOR and Safeco Title Insurance Companies. Most recently he was president of eastern title operations.



Ohio

Patrick Connor, vice president of Old Republic Title, Columbus, will assume the role of senior vice president of the company's National Services Group. Connor began his career with Old Republic more than 14 years ago. For the past three years he has served as vice president and division manager for the company's East-Central Agency Group.



Todd A. Jones, vice president and Ohio state agency manager for First American Title Insurance Company, Cleveland, and **Samuel J.**



Halkias, vice president and manager of state agency operations, Columbus, have been appointed to oversee the newly consolidated Columbus and Cleveland agency operations into a single state agency operation. Jones most recently served as senior executive vice president of Midland Commerce Group, a subsidiary of First American. Halkian first joined First American in 1987, and has served as vice president and agency

new ALTA members

ACTIVE MEMBERS

Alabama

Ms. Linda Reeves
Reeves Title Services
Guntersville

Arkansas

Mr. R.D. Wilkinson
Cornerstone Title & Escrow
Services, Inc.
Heber Springs

California

Mr. Richard Carlston
Walnut Creek

Colorado

Mr. Richard Quincy
RIQ and Associates, Inc.
Centennial
Mr. Eric McCafferty
Compass Mountain Land Use, LLC
Glenwood Springs

District of Columbia

Mr. Babak Movahedi
Dupont Title & Settlements, LLC
Washington

Florida

Ms. Marie Girard-Stoner
Girard Title Co.
Homestead
Mr. Michael Glass
Universal Land Title, Inc.
W. Palm Beach

Georgia

Mr. Mike Watkins
Traditional Title Services
Atlanta
Mr. James Short
Legal Data Services
Canton



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manager for the Columbus agency operations since 1998 and for Ohio Bar Title Insurance Company since 2001.

Pennsylvania

Pamela Croke has been named executive vice president of the Pennsylvania Land Title Association, King of Prussia. She was also named administrative director of the Pennsylvania Land Title Institute (PLTI), the educational arm of PLTA. Croke joined PLTI in 2000 as director of program development. Croke has been a practicing attorney for 22 years, and was most recently active as a sole practitioner in Glenside and a partner in Croke & Croke in Springfield, MA.



Washington

Martin Strelecky has been promoted to vice president and manager for national commercial services for LandAmerica Financial Group, Seattle. Strelecky joined Commonwealth Land Title, now a LandAmerica subsidiary, as vice president and counsel in 1994.

West Virginia

Laura A. Wareheim has been promoted to assistant vice president and manager of the West Virginia state office of First American Title Insurance Company. Wareheim joined First American in 1992 following two years in banking.



Kudos

Daniel M. Rohaley, assistant vice president and northwest Indiana title operations manager for Ticor Title Insurance Company, Crown Point, has been given the Community Service Award from the Indiana Land Title Association. Rohaley was given the award based on his involvement in the Crown Point and Lake County community with various school and civic organizations.



Mergers & Acquisitions

Fidelity National Financial, Santa Ana, CA, will acquire Lender's Service, Inc., a leading provider of appraisal, title and closing services. They have also agreed to buy the financial services technology division of Alltel, Little Rock, AR, a third-party vendor that provides title insurance and other real-estate-related services to residential leaders.

LandAmerica Financial Group, Inc., Richmond, VA, recently acquired Apex Title Insurance Corporation of Puerto Rico through its subsidiary, Property Title Insurance Corp. LandAmerica also purchased the business operations of New York Land Service, Inc., NY, and Land Title Agency of NJ.

In Memorium

Dr. Mary C. Feindt
Mary C. Feindt, L.S., president of Advanced Geomatics, formerly Charlevoix Abstract & Engineering Company, Michigan, passed away January 29 following an extended bout with cancer. She was 86.



A pioneer in women in surveying, Dr. Feindt was the first woman licensed as a professional surveyor in Michigan in 1944. It would be another 35 years before the next woman was registered. Mary

Georgia, cont.

- Ms. Ann Jones
Homer
- Mr. Daniel Polom
Etna Title Research
Snellville
- Mr. John Beasley
Beasley, John
Talking Rock

Illinois

- Ms. Elizabeth Cheffer
Title Company of America, Inc.
Oakbrook Terrace

Indiana

- Ms. Margaret Huddleson
Archer Land Title, Inc.
Indianapolis

Kentucky

- Mr. Wallace Akin
Lexington
- Ms. Beth Casper
Merit Land Title Services, Inc.
Louisville

Louisiana

- Ms. Peggy Pond
Peggy M. Pond Abstract
Metairie

Michigan

- Ms. Diane Beckett
River Valley Title
Grandville
- Ms. Cherise Zuiewski
Downriver Title Agency, LLC
Southgate
- Ms. Mary Hazen
The Title Company of Michigan, Inc.
Troy
- Mr. Demetrios Papageorgiou
Michigan Land Title Agency, Inc.
West Bloomfield

Minnesota

- Ms. Melissa Swor
National Title - Duluth
Duluth

Missouri

- Mr. Charles Politte
Bates Countywide Abstract & Title Inc.
Butler

Mary C. Feindt (continued)

graduated with a master's degree in civil engineering from the University of Michigan in 1944.

In 1999 she was awarded an honorary doctorate degree in science and industry from Ferris State University. She was involved with organizing the university's Surveying Department.

Mary received a Gubernatorial Appointment to the Michigan State Board of Surveyors in 1979, and was the first chair of the United States Forum for Women in Surveying from 1983-84. She received an honorary membership in the American Congress on Surveying and Mapping (ACSM) in 1988 and from ALTA in 2000.

Mary had been active in ALTA since 1944. She served as secretary of the Abstracters and Title Insurance Agents Section and was a member of the ALTA Board of Governors. She was deeply involved in the development of the current ALTA/ACSM Land Title Standards, and served as ALTA's liaison with ACSM. With her guidance, the survey standards produced by the groups underwent an evolution from an antiquated collection of forms to a broad-based useful set of standards that today are widely accepted and valuable to a large public.

On the local scene, she was the Charlevoix County Surveyor continuously since 1945 and involved with the Charlevoix Area Chamber of Commerce since its inception. The city of Charlevoix declared "Mary Feindt Day" to commemorate 50 years of service in 1994. Mary also served as a member of the Michigan State Survey and Remonumentation Commission, and was the first recipient of the Michigan Land Title Association's Lifetime Achievement Award, appropriately named the Mary C. Feindt Award. Her dedicated and enduring work effort and service to society earned Mary the Michigan Older Worker Award in 1988 from Green Thumb, Inc.

Mary's husband of 46 years, J. Lawrence, died in 1988. She is survived by her son, Lawrence (Larry) Feindt and his

wife Faye; a sister, Lois Metzler; three grandchildren; and three great grandchildren.

The family suggests memorials be given to the Mary C. Feindt Surveying Scholarship, c/o Debra Jacks, Ferris State University, 330 Oak West 100, Big Rapids, MI 49307; or the Mary C. Feindt scholarship for women entering the fields of mathematics and science at the Charlevoix Zonta Club.

new ALTA members

Missouri, cont.

Mr. Ryan Holden
American Title LLC
Dexter

Mr. Daniel McCarthy
First Title Guaranty, LLC
d/b/a First Associate Title, LLC
St. Louis

Ms. Ellen Malloy
TriCounty Abstract

Ms. Christine Gilworth
Putnam County Abstract & Title
Unionville

Montana

Mr. Pauly Miller
Bear Paw Title Insurance Co.
Chinook

Jeff Weyh
Sterling Title Services
Kalispell

North Dakota

Mr. James Aaker
Nelson County Abstract, Inc.
Lakota

New Jersey

Mr. Allen Meccia
Commonwealth Bergen Title Agency, LLC
Hackensack

New Jersey, cont.

Mr. William Dailey
Trans-County Title Agency, LLC
New Brunswick

Mr. Charles Francis
Empire Title & Abstract Agency, Inc.
South Plainfield

Nevada

Mr. Dale Puhl
Southwest Title Company
Las Vegas

New York

Mr. Marc Herskowitz
Infinity Land Services LLC
Brooklyn

Mr. Don Sedy
Titlesearch USA Inc.
Hauppauge

Mr. Chris Konzel
United Abstract and Research, Inc.
Rochester

Mr. Gerald Wright
Schowright Abstract Corporation
Schoharie

Ohio

Ms. Kelly Westbury
FirstMerit Title Agency, Ltd.
Akron

Ms. Lois Conrad
Bayside Title & Escrow Agency
Amherst

Mr. Richard Hemphill
Mad River Title Agency
Bellefontaine

Mr. Phillip Hinson
Hinson Title Solutions
Centerville

Mr. Thomas St. Marie
Cascade Title Agency, Ltd.
Elyria

Ms. Dorothy Wolf
Miamisburg

Ms. Sherrille Akin
Prosperity Title Services, Inc.
Westerville

Oklahoma

Mr. James Moore
Harmon County Abstract
Hollis

Ms. Cindy Bates
Sulphur Abstract & Title Co.
Sulphur

Pennsylvania

Mr. William Ashcom
Anchor Realty Settlement Services, Inc.
Johnstown

Texas

Ms. Misty Middlebrook
Middlebrook Title Company
Burleson

Ms. Jane Privitt
Elliott & Waldron Abstract
Company of Palo Pinto, Inc.
Mineral Wells

Utah

Mr. Kevin Wall
Canyon View Title Insurance Agency, Inc.
Salt Lake City

Virginia

Mr. Michael Weissman
Legal Title
Chesapeake

Mr. Stewart Sacks
Bay Title Services LLC

Mr Stewart Sacks
Greenbrier Title, LLC

Mr. Darren Goldberg
Tuscorora Title Corporation
Leesburg

Ms. Mary Howell
Old Dominion Title
Virginia Beach

Mr. Troy Titus
Tiro, Inc. d/b/a Titan Title

Ms. Janet Markey
Professional Title Agency, Inc.
Lynchburg

Mr. Alan Nemeth
OMG Settlements, LLC
Vienna

Wyoming

Mr. Robert Bunn
County Title Agency
Worland

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Ms. Rose Pothier
Pothier & Associates Marietta
Santa Ana

Georgia

Mr. Joel Larkin
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To place a classified ad in Marketplace, send ad copy and check made payable to American Land Title Association to: Title News Marketplace, ALTA, 1828 L Street, N.W., Suite 705, Washington, DC 20036.

SAMPLE: HELP WANTED

Lead Abstracter wanted for three-county Kansas operation. Must be licensed or comparably qualified. Send resume, particulars, to PO Box 888, Kansas City, KS

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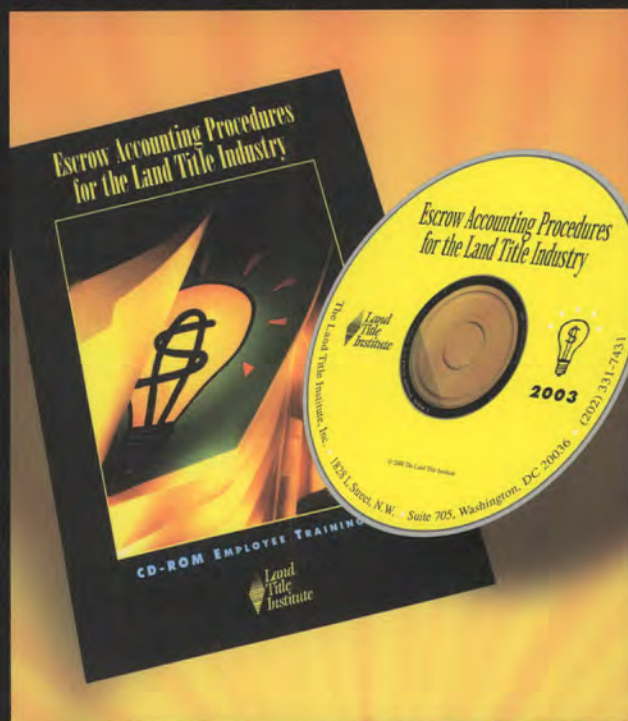
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It is the best-organized, most useful collection of escrow accounting procedures ever assembled, and it is available at an affordable cost! To request an order form, call LTI at **202-331-7431**, or download the secure order form from the Internet at www.alta.org; click on “Educ/Land Title Inst”; then “LTI Videos & CD-ROMs”; and scroll down to “Escrow Accounting Procedures.”

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