

ALTA Press Release

AMERICAN
LAND TITLE
ASSOCIATION

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For Immediate Release

Adapt to Advance Your Bottom Line *Attend ALTA's 2014 Business Strategies Conference*

Washington, D.C., February 21, 2014 — The housing market is changing and businesses must learn to adapt in order to advance their bottom line and gain market share. The [American Land Title Association](#) (ALTA), the national trade association of the land title insurance industry, is offering many resources to help title professionals succeed in the market place with its [2014 Business Strategies Conference](#).

The 2014 Business Strategies Conference is the premier education event for title industry professionals who want to adapt to stay ahead of their competition. This year's conference will offer education on ALTA Best Practices implementation, tips and strategies for business operations, news on the latest regulatory and legislative changes for compliance and sales and marketing strategies. [Registration](#) is available on ALTA's website. Many professional development sessions will offer CE/CLE credit. For more information and updates on which states have been approved for CE/CLE credit, visit the [ALTA](#) website.

"ALTA's Business Strategies Conference provides the best learning opportunities with the best speakers, said Elizabeth Daniel, regional operations manager at Continental Title Company. "I always look forward to the wide array of different classes available. I have attended the past two years and have never walked away disappointed."

General sessions on Thursday will focus on the Consumer Financial Protection Bureau's new integrated mortgage disclosures, which will replace the current GFE and HUD-1, and training on how to recognize identity fraud. On Friday, attendees will learn how to protect non-public information and their companies from security breaches.

"I was so impressed with the conference last year and took away a ton of information that we have implemented in our company's Best Practices that we have just completed," said Mary Ann Christensen, senior vice president and state escrow administrator of Title Security Agency. "I am looking forward to learning even more this year from both the speakers and attendees."

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About ALTA

The [American Land Title Association](#), founded in 1907, is the national trade association representing nearly 4,800 title insurance companies, title agents, independent abstracters, title searchers, and attorneys. With offices throughout the United States, ALTA members conduct title searches, examinations, closings, and issue title insurance that protects real property owners and mortgage lenders against losses from defects in titles.