

ALTA Membership Committee Report

Chair: Betsy Russo

Staff Liaison: Taylor Spolidoro

Recent Meetings: October 22, 2019, Austin, TX

Future Meetings: January 22 – 23, 2020, Napa, CA

Recent/Current Projects:

During our recent meeting in Austin at ALTA ONE, the committee discussed ways to promote membership to non-ALTA members. We brainstormed and decided to hold a test meeting in Chicago. Chicago was chosen as the location as we have many non-member agents and attorneys in the area. Committee member Leslie Wyatt from SoftPro is helping us plan the meeting, which will be an afternoon/early evening mixer with lenders, Realtors, potential members and include a speaker who will update the group on regulatory issues.

We also discussed the onboarding process for new members. The committee decided that we need a better onboarding system and suggested a monthly webinar series hosted by the ambassadors. The webinars would introduce key benefits to new members and get them engaged from the beginning of their membership. A small subcommittee will meet to discuss this and flesh out ideas.

Future Activities/Projects:

We will continue to work on the planning of the Chicago test mixer and the monthly webinars for new members.