

# ALTA NEWS

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**AMERICAN  
LAND TITLE  
ASSOCIATION**

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## **For Immediate Release**

### **American Land Title Association Names Manager of External Relations**

**Washington, D.C., November 8, 2012** — The American Land Title Association (ALTA), the national trade association of the land title insurance industry, today announced the appointment of Wayne Stanley as manager of external communications. He will be responsible for enhancing media relations with national and local press, communicating and driving grassroots activity with ALTA's Title Action Network, and energizing the social media audience for ALTA.

"Communicating with the media, our Title Action Network, outside stakeholders and social media audience is critical to ALTA and Wayne brings strong experience to propel our operation forward," said Michelle Korsmo, ALTA's chief executive officer. "Wayne's prior work in communications and grassroots organization enables ALTA to strengthen our advocacy for the land title industry's role in protecting consumers in the efficient and secure transfer of real estate by communicating with a wide audience."

Prior to joining ALTA, Stanley served as press secretary for U.S. Senator Richard Lugar (R-IN) coordinating strategic communications for national legislative issues and developing a high-impact social media strategy. During his tenure in the Senate, Stanley built a social media program rated by OhMyGov and Roll Call as one of the top five in the U.S. Congress. Additionally, Wayne has unique campaign experience in grassroots organization and communication as well as online engagement.

"I understand the critical need for external communications and a vibrant grassroots program in this nonstop news cycle we operate in," Stanley said. "My past experiences allow me to communicate with a wide audience to ensure consumers understand that their best protection in purchasing property is provided by the land title industry. I'll utilize a number of innovative platforms to make certain our message resonates and is useful to our Title Action Network members as well as the public at large."

Stanley graduated from Franklin College in Indiana with a Bachelor of Arts degree in public relations and advertising and a minor in leadership.

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#### **About ALTA**

The American Land Title Association, founded in 1907, is a national trade association representing more than 4,000 title insurance companies, title agents, independent abstracters, title searchers, and attorneys. 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.