

ALTA Press Release

AMERICAN
LAND TITLE
ASSOCIATION

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For Immediate Release

American Land Title Association Announces Winners of Inaugural ALTA Our Values Awards

Three winners exemplify values of We Lead, We Deliver and We Protect

Washington, D.C., Oct. 10, 2018 — The [American Land Title Association](http://www.alta.org) (ALTA), the national trade association of the land title insurance industry, has announced the winners of the first ALTA Our Values Awards. The awards program showcases the title insurance industry's Our Values initiative, which serves as the industry's cultural compass and highlights the core ideals ALTA members embrace.

The three Our Values Awards were presented during ALTA ONE, the largest annual event for the land title insurance industry, currently being held Oct. 9-12 in Los Angeles. Each of the awards represent one of the three values:

- **We Lead:** We are the authority in real estate transactions. We innovate for the benefit of our customers.
- **We Deliver:** Our customers trust us to do the right thing, the right way--before, during and after the transaction. We sweat the small stuff to assure that land transfer is accurate, swift and secure.
- **We Protect:** We protect the property rights of those we serve. We reduce risk so our customers have peace of mind.

Eddie Oddo, vice president of corporate business solutions at First American Title Insurance Co. in California, won the We Lead Award for his leadership in the rollout and design of the [ALTA Title & Settlement Agent Registry](#), a searchable online database of underwriter-confirmed title agent companies, real estate attorneys and underwriter direct offices; on ALTA's remote online notary (RON) task force; and with the Mortgage Industry Standards Maintenance Organization (MISMO).

"I sincerely appreciate the recognition ALTA has given a few of us this year," Oddo said. "Leading is simply about stepping forward if you have something to give, and I am fortunate to work for a company that encourages employees to get involved. I enjoy working with the smart and creative people in the title industry, and it is an honor to be selected for the Our Values We Lead Award."

Jackie Mitchell, manager at Aames Title & Closings LLC in Indiana, won the We Deliver Award for going the extra mile to help a client that suffers from severe social anxiety.

"I feel very honored to receive the We Deliver Award," Mitchell said. "Aames Title opened in 2006 with the mission statement of 'When and Where.' We have closed loans sitting on a tractor, at a little league game and even a funeral home. Our customers know we will deliver for them."

Shonna S. Cardello, president of White Rose Settlement Services Inc. in Pennsylvania, won the We Protect Award for going above and beyond to help a client who was the victim of wire fraud. (ALTA has

created collateral to help raise awareness about, prevent and plan for the aftermath of wire fraud incidents. These resources include an infographic, a short video, webinars and a rapid response plan, which can be found on the [ALTA website.](#))

“I’m honored to receive this recognition and to work with an incredible staff,” Cardello said. “Together, we work to protect and educate our clients, ensuring we exceed their expectations every step along the way.”

During the awards ceremony at ALTA ONE, ALTA 2018 President Steven G. Day NTP presented a plaque to each honoree. “When done right, core values can increase productivity, help guide decision making, boost employee morale and drive profits,” Day said. “I’m proud to recognize these ALTA members who not only have embraced the ALTA Our Values initiative but also live them every day, protecting property rights and providing consumers peace of mind. I’ve talked previously about the need for having the mindset that we are a customer service industry that happens to be involved in title insurance. These professionals illustrate why having an established set of values serves as the foundation for a strong culture.”

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About ALTA

The [American Land Title Association](#), founded in 1907, is the national trade association representing more than 6,200 title insurance companies, title and settlement agents, independent abstracters, title searchers, and real estate 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. Connect with ALTA on Facebook [here](#). Follow ALTA on Twitter [here](#).