



July 29, 2014

Greetings NALTEA Members

President's Message - Call for Board of Director Candidates

by: Jill Kissell

It seems as though this year has flown by. Its hard to believe that my one-year term as President and two year term as Director will both be up in just three more months. There is so much yet to be done, and so much I still want to accomplish. But it has been a good year, a busy year, and a productive year. I want to say thanks to all of our Board members, Officers and Committees for all the hard work they have put in. I also want to encourage the membership to get more involved.

Every year, two or three of our five Board of Director positions come up for election. This year there are two terms expiring, mine and Debi Merrill's. I encourage all of you to consider running for the Board. If you are interested, please contact me or any other Director or Officer and we will make sure you get on the ballot. You can reach us through e-mail by visiting the website, www.NALTEA.org. You will be given the opportunity to submit an article to the Newsletter introducing yourself and your candidacy, and the membership will vote on Directors at our 10th Anniversary Conference in Columbus, Ohio in October.

If you don't want to run for the Board, perhaps you would consider joining a Committee. If you want to help on one of the Committees, contact the Chairperson or Board Liaison. Currently we have the following committees:

Membership (Chairperson: Pat Scott; Board Liaison: Julia Thomas). Among the many duties of the membership committee are the admission of new members, maintenance of membership rolls, and participation in membership drives.

Ethics (Chairperson: Tamikio Veasley) The Ethics Committee receives, investigates, and replies to ethics complaints.

Communications (formerly Benefits/Publications): (Board Liaison: Dave Pelligrinelli). The Communications Committee is responsible for all forms of public relations and communication with members. Currently the Committee publishes a periodic Newsletter, maintains and monitors a LinkedIn Discussion page, publishes and distributes a written membership Directory, and publishes You-Tube videos with current NALTEA information.

Events: (Committee Chairperson: Doug Gallant; Board Liaison: Ed Gunther; Primary members (and the ones who do most of the work!): Joanie Ripley and Wanda Steudel). The Events Committee is a very busy committee. They help coordinate every event that NALTEA participates in, the biggest of which is our annual conference. They arrange speakers for the conference. They arrange accommodations, catering, and group events. They coordinate with conference sponsors. They purchase and assemble hand-out items. They make sure speakers have needed equipment. They handle membership registration for the conference. They make name tags. They ship supplies and equipment to and from the conference. They make sure everything runs smoothly at all of NALTEA's events.

Legislative: This is a newly formed committee that will be charged with keeping an eye on, and notifying the membership of, legislation affecting our industry. This includes national legislation as well as various states' legislation. We would like to get this committee developed and up and running in the upcoming year. If you would like to be instrumental in the development of this very important new Committee, please contact me.

October is approaching quicker than I care to think about. Please make a commitment to be more involved in NALTEA over the next year by becoming a Director or Committee member. See you in October!

Communications Committee Report for July 2014

I hope everyone is having a great start to the summer. The NALTEA Communications Committee is working on the annual printed directory. The membership list is being compiled for inclusion in the publication. In addition, paid display advertisers content is coming in. By the middle of August the publication will be laid out, and ready to send to the printer. The completed directories should be back from the printer by the end of August. Some will be distributed to potential clients in September and will also be available at the conference in October.

your website is Social. Put a 'like' button on it. Let them spread the word for you.

Prove your expertise by defining or explaining anything. Drop the jargon, talk like a real person. Use video - demystify what you do. Content, Content, Content. Define a 'real estate term' of the day in order to be in front of people every day! Eliminate the mystery of our industry. People don't need a lot of info, they need the 'take away', the sole point.

Be everywhere. Network with others online. Think Media - Be viral! Use news trends and timely comments to insert yourself into the conversation. They want 'human reactions', no auto posts. People like pictures, use images.

A few sites you could use to benefit your business:

Hootsuite	SSdownloads
Cardmunch	Rapportive.com
Scoopit	Flickrpicapic
Wordpress	Evergreen post tweeter

Find what works for you, set it up and let it run. Balance the push and pull of information. Participate in LinkedIn, Facebook and Twitter Groups. If it's working, do more of it!

Avoiding Late Payments From Vendors

How would you like to free up more time and money for business development by eliminating bad debt collection and chasing down late payments? Collecting on accounts receivable is a common subject for discussion among independent abstractors. Here are 12 ways to spend little or no time on chasing bad debts, and spend all of your time on what you like doing most and what matters most, which is cultivating valuable new clients and doing great title research.

Continue reading the full blog post [here](#).



Upcoming Conference Speakers' Biographies

R. Thomas Baldwin:

Education: Bachelor of Science from Ohio State University (Before it was The Ohio State University). Juris Doctor from Oklahoma University (also before it was the University of Oklahoma).

Licensed to practice law in Ohio in 1970 (B.C.-before computers)

First title search was in a coal bearing township in Perry County, Ohio. I was too young and dumb to be afraid. Since then, I wonder how I avoided malpractice claims during my early career.

I have been in practice long enough to search titles during the "rebirth" of the Clinton formation boom (mid 70's to the Tax Reform Act of 1986) and witness the rebirth of the oil and gas industry in Ohio (The "Shale Boom"). I did miss the Morrow County Boom.

During my legal lifetime, I have searched oil/gas/minerals under the original Ohio Marketable Title Act and subsequent amendments.

I have given CE presentations to various professional organizations on the topic of Minerals in Ohio.

2014 EVENTS CALENDAR

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