



## TALLAHASSEE REPORT

### The Florida Land Title Association's Newsletter.

This newsletter is designed to bring you information that has occurred within the association and industry in the previous month. We hope you will find this to be informative and keep you up-to-date.

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**JOIN US FOR THE 2022 FLTA CONVENTION**  
**Monday, October 24<sup>th</sup> - Wednesday, October 26<sup>th</sup>**  
**Naples Grande Beach Resort**  
**Naples, Florida**

This October, meet us by the bayou and let the good times roll! We would be thrilled to be joined by you in Naples. This year's event will be focused on business education, networking, and continued member engagement - the **FUNdamentals for Success**.

[2022 FLTA Convention Registration](#)

# Here's a sneak peek of the Education Sessions

## **The Economy in 2022/23: Take a Hike Elliot Eisenberg**

Gain a better understanding of market conditions and what may lay ahead, and importantly why. Join the always-entertaining Bowtie Economist, Elliot Eisenberg, Ph.D., as he discusses the latest data about the current and expected condition of the economy. You'll learn the most recent statistics on a multitude of key topics such as: the likelihood, timing and magnitude of the upcoming recession, current economic growth prospects, auto manufacturing activity, housing prices, home sales, new home starts, home loan activity, inflation, what the Fed is thinking, the path of interest rates, the health of labor markets, the impact of the pandemic, the condition of supply-chains, the shape of the yield curve, savings rates, and much more. Be ready to take plenty of notes.

## **Identifying Talent and Investing in their Growth Presented by Amy Gregory**

Gain an understanding in identifying talent, including key points to look for during the interview process. Learn different ways to invest in your team -Strengthen your team!

## **Cyber Security Best Practices Presented by FLTA Cyber Security Committee**

### **Panel Presentation**

**S**et-up Appropriate Processes and Controls  
**T**rain and Educate Staff, Clients and Customers  
**O**btain and Maintain Appropriate Insurance and Cyber Coverage  
**P**lan for the Worst. Establish the Written Plan.

## **“Faster Payments” - Including Deep Dive into Real Time Payments (RTP) Presented by John Melvin & Cheryl Gurz**

In a fast paced world, payments need to be faster. Understand the differences between RTP & Wires; clarity on RTP and Good Funds; risks; RFP; and more.

## **Agents' Guide to Title Insurance Claims: Statistics, Understanding the Process and Claims Avoidance Presented by Trish Ladan & Marcie Anthony**

This seminar will provide a discussion of the current top 10 causes of title insurance claims in Florida, including examples of actual claims AKA “War Stories” to demonstrate the value of title insurance, how to spot issues and tips for preventing claims. It will also include a brief discussion of the claims' administration process.

**It's All Smooth Sailing Toward Closing**  
**Presented by Shelly Mannebach**

In this session we will look at components of a transaction and how to alleviate unnecessary confusion with the consumer or delays to a closing.

**Tax Planning**  
**Presented by Eric Mundwiller**

What are you doing today to reduce your taxes tomorrow? It's complicated, it's scary, it makes my head spin! You see, tax savings are available...and you're leaving them on the table. Almost every small business in the US is overpaying in taxes in some way, and most business owners have never invested in proactive, panoramic tax planning to save money on taxes--the largest and most successful companies in the world do it, and you can too.

**Ethics**  
**Presented by Christina Taylor**

For full convention agenda go to [FLTA - 2022 FLTA Convention Agenda](#)

**THANK YOU to our SPONSORS!**



*First American Title™*





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## WELCOME New FLTA Members

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Clear Title & Abstracting of Florida, LLC • Tailwind Title & Escrow. • Pristine Title and Settlement Services • Harborview Title • Charity Title Agency • Perland Title & Escrow Services Corp. • Lion title Insurance Agency, LLC • Omni Title of SWFL • Wotitzky, Wotitzky, Ross & Young PA • Exchange Manager Pro • Generes & Associates • World Trust Title

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## MEMBER SPOTLIGHT

Lee Swaffield



**What company or organization do you work at right now?**

Rynoh Live as Vice President of Sales since October 2016

**How has your career benefited from being a member?**

My career has benefited by being a member in several ways. The most prevalent way is with the relationships that I have formed with other FLTA members. Members are great people, professional and personable as well. I have developed an uncountable number of personal friendships with members that far supersede the professional aspect of membership. Being involved is another way my career has benefitted, truly jumping in to assist and support the association with whatever is wanted and needed whether it be a speaking opportunity, being on a committee or to act as an ambassador to educate and welcome new members to the association. There is no 'wrong way' to be a member that I have seen.

**What career advice do you live by? Who gave it to you?**

The career advice I live by is to 'Tell the Truth'. This advice was given to me by, other than my parents growing up, my long-time friend and mentor Robert Pleasants. When in sales, it is easy to oversell, over promise or embellish the service or product one provides. I believe it is important to be clear what a product or service doesn't do as well as what it does in order to provide the best service/product to the client.

**What is the biggest career challenge you've had to overcome?**

The biggest career challenge I have had to overcome is educating prospective clients as to what the problem is that my product solves for them. Getting their time and attention to have an open discussion on the gaps that they have, or potentially have, with their current processes and how the service I provide closes that gap. Title Agents and Attorneys are busy, period. Even if they close only a handful of files a month, they are busy running their business. To get time on their calendar to take a good clear look at a service with an open mind is a challenge. I never mind a prospective client saying No to what I am providing as long as they are fully aware and know what they are saying No to. The challenge is getting them to take time to really look and listen.

**What's your go-to comfort food?** My go-to comfort food is Sushi/Sashimi. I love it and could probably eat it every day. We make our own at home occasionally, which is fun given we can put in whatever we want and come up with unique combinations.

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## ANNOUNCEMENTS

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### FLTA Charitable Action Foundation, Inc. 2022 Sam D. Mansfield, Marjorie S. Schwartz and John Starr Thornton, Jr. Memorial Scholarships

The Sam D. Mansfield Memorial Scholarship Award was created in 1985 by the Board of Directors of the Florida Land Title Association, Inc., in memory of its namesake. Mr. Mansfield is a Past-President of this Association and was involved in many civic endeavors, always stressing the importance of education. The Marjorie S. Schwartz Memorial Scholarship was added in 2001 to commemorate our good friend Marge who, like Sam Mansfield, was an FLTA President and ardent supporter of our Association. The John Starr Thornton, Jr. Scholarship was added in 2003 to commemorate an outstanding FLTA member and title industry giant.

An applicant must:

- Be a member or the child, grandchild, brother, sister, niece or nephew of a principal or employee of a Florida Title Association member. (Regular Member, Associate Member, Life Member)
- Be a resident of the State of Florida
- Be accepted to any accredited institution of higher learning in the United States
- Demonstrate commitment to a post graduate career
- Explain your civic involvement in your community

If you meet this criteria, please complete the [application](#), include your bio and return prior to **September 16, 2022** to: Jena Daly, [jena@flta.org](mailto:jena@flta.org)



**ADVOCATE**

### **Save The Dates**

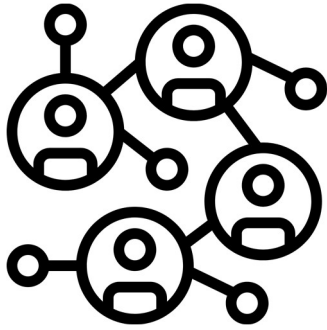
#### **Election Dates**

General Election November 8, 2022.

#### **Register to Vote Deadlines**

General Election October 11.

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## CONNECT

### FLTA Networking Event:

#### Topgolf in Doral, FL

September 20, 2022

5:30pm - 7:30pm

Topgolf

11850 NW 22nd Street

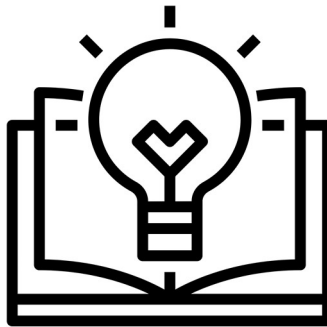
Doral, FL 32202

Registration is required for this event.

Sponsorship Opportunities Available

Event registration includes: two hours of golf in reserved bays, Hors d'oeuvres and Libations.

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## EDUCATE

### FLTA Webinar Series: Tackling Probate for a Winning Closing

09/15/2022, 11:00 AM - 12:00 PM

Attendees will have a better understanding of:

- Why we need probate
- Types of probate
- Requirements for probate
- Probate issues in Title

This webinar is approved for CE and CLE Credit

#### **Pre-Registration Required**

#### **Fees to Attend:**

Members	No Charge
Non-FLTA Members	\$100

**Tired of paying non-member fees? [Join today!](#)** Agency membership is \$500 for the year and includes employees in the office. Additional branches, only \$100 each.

[Contact us](#) for more information.

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## Cybersecurity



## [FLTA Cyber Security Series: National Cyber Security Alliance](#)

9/12/22, 12:00 PM EDT

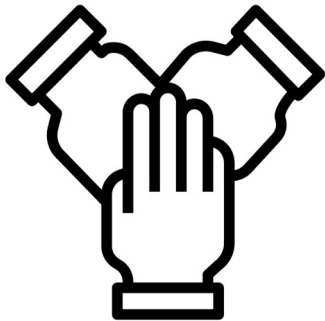
Where: Online Webinar

This discussion will focus on:

- Cybersecurity Awareness Month, every October
- 2022 Champion Program
- How to receive free resources to promote Cybersecurity

**This is an informational webinar only, not for CE or CLE Credit**

**Pre-Registration Required.**



## Committees

08/31/22

Last day to join a committee, don't miss out!

[CLICK HERE](#)

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### [GOVERNMENT AFFAIRS COMMITTEE](#)

Purpose: The Committee shall investigate and make reports on laws and decisions which vitally affect the abstract and title business in Florida.

### [EDUCATION COMMITTEE](#)

Purpose: Provide educational opportunities to the membership and potential membership of the Association.

### [MEMBERSHIP COMMITTEE](#)

Purpose: Expand the Membership of the Association.

### [CYBER SECURITY COMMITTEE](#)

Purpose: The committee focuses on technology affecting the Title Industry and to assist in the development and promotion of cyber fraud awareness.

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**[FLTA Career Center Account Benefits](#)**  
**[Post Your Resume](#) • [Apply For Jobs](#) • [Get Job Alerts](#)**  
**[Get Started Today!](#)**

Are you an [employer looking to hire](#)? Do you know someone interested in a [career in the Title Industry](#)?



The FLTA has you covered. Check out [Florida Runs on Title Insurance](#) to learn how more.

Florida Runs on Title Insurance TM is trademarked by the Florida Land Title Association (FLTA). FLTA's mission is to empower members through advocacy and education to protect property rights.

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Let's stay connected through all of our social networks including LinkedIn, Facebook Instagram, and Twitter.



Florida Land Title Association's mission is to support the land title profession for the protection of property rights and the integrity and security of real estate transactions.

*All contributions to Title Industry of Florida PAC are considered political contributions and are non-deductible as a business expense for Federal Income Tax purposes. In Florida, there is no limit on contributions to Political Committees.*

*The FLTA Charitable Action Foundation, Inc., a Florida 501(C)(3) not-for-profit created exclusively for charitable and educational purposes, is an affiliate of the Florida Land Title Association. The FCAF is dedicated to channeling the charitable action of title industry professionals to promote the success and prosperity of Florida communities, residents, and businesses through equitable and inclusive solutions, and creating pathways to economic prosperity for all. Priorities include supporting housing, security, and resiliency; education and workforce development; entrepreneurship and innovation; and leadership. In times of natural or economic crisis, FCAF provides additional financial support to individuals and local businesses.*

This message was sent to you by FLTA

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