



## Director's Report-Juliana Tu,

January 2009

### **LEADERSHIP COMMITTEE – President's Training Session**

In attendance from our region besides myself, were Miriam Brown, President Elect, Randy Caruso, Past President, and Joseph Adriano, Treasurer.

As President, this is the first and most important committee, as this is where all the regional Presidents interact and exchange ideas. For this first session of the new year, this is the President's Training Session. We were given the tools that would help us navigate this year, much of which could be found on the CEA website.

In addition, the regionals were instructed to think about AEA delegates, as we need to submit our list by February, 2009. The AEA Raffle was also promoted. Cost of each raffle ticket is \$5.00 and the payout is \$250.00.

### **MEMBERSHIP COMMITTEE**

In attendance from our region besides myself, were Miriam Brown, President Elect and Erin Kodama, Membership chair.

Membership is the basis of this organization and the number of members we can get will determine how our balance sheet will look. Membership as of the end of 2008 was 1,511.00 As of January, 2009 it was 838. We have a long way to go. Based on a projected membership count of 1,300 our 2009 projected budget will be almost \$90,000 short.

The non-renewal list is out and now is the time to call each member who has not yet renewed. Especially important are those who hold PD credits.

Lexi Howard, Portfolio Chair, developed a Power Point presentation for us to use as a selling point for membership which she will e-mail to all regions.

The committee designed a new membership contest which all regions can participate. The previous contest was an individual contest, and the member who brought in the most new members won a cash prize. This year the individual contest will remain, the cash prize will be \$150.00. The regional contest, also for \$150.00, will cover the period between 1/1/09 to 8/31/09 and the winner will be the regional with the highest percentage of total regional membership as of 8/31/09 compared to their regional count on 12/31/2008.

I brought out what we are doing in our region – bringing value to our members, establishing a closer relationship with our “Partners in Real Estate”, gearing our seminars so that Brokers will be interested in coming – to bring in the members. We hope that this will make it much more valuable to join our association.

**CEA has been listening to independent escrow companies' complaints that there isn't sufficient interaction with our members who are governed by DOC. CEA is putting together a seminar on February 28 geared towards independent escrow companies. We must pass this information along to our regions.**

**At General Session a motion was passed that we will allow new member applicants (those who were not members within 2 years prior) to pay a prorated share of the annual dues, depending on when they apply for membership.**

#### **GOVERNANCE COMMITTEE**

**The Governance committee plans the future of CEA and also reviews and revises the current governing documents - the By Laws, Manual of Policies and Procedures, Strategic Plan and Catastrophic Plan.**

**The draft of the Catastrophic Plan is almost complete and will be forwarded to the Executive Board for review in February and then back to the committee to approve in April. This is the plan that will allow CEA to function smoothly, in the event of a catastrophe, with IT contingencies, location and personnel.**

**California Escrow Association's By-Laws have been updated and now it is time to match the By-Laws to our Manual of Policies and Procedures. This is the homework assignment for all members of the committee. Each member was assigned a section to compare and review for submission in the April meeting.**

**One of the issues that brought this to the forefront is that when CEA decided to cut expenses and reduce the Directors meetings from 5 to 4 a year, it created a problem for voting on AEA delegates since our next scheduled meeting would be in April, which is after the deadline of submission of delegates. So the decision was made to conduct the voting on-line. Meanwhile, even though the wording in the By Laws was changed, the wording in the Manual of Policies and Procedures was not, so it is imperative that we set this straight.**

**Respectfully submitted,**

**Juliana Tu, CSEO, CEO, CBSS, CEI  
President**