



## Director's Report-Juliana Tu, Jr. Director

May 16-17, 2008

### **CEA NEWS COMMITTEE:**

With thanks for all the articles that committee members helped gather together and/or write, the CEA News Committee was able to put together issues #3 and #4 for 2008, and was able to start Issue #1 of 2009.

A list of contributing authors through the past 2001-2007 years was also given to the committee members so that everyone would have an idea who could be drawn upon to write or contribute future articles.

Additional topics for future issues were discussed: VA and Calvet loans, e-signings, fraud prevention, a "Technology" column, and a "Question and Answer" section.

The committee was asked to pick articles that CEA could use in their outreach efforts, articles that would provide topics of interest to the general public and which might be picked up by newspapers in all our communities.

At the General Session we enjoined all the directors present to submit their committee reports in a timely manner, and to keep it short and concise. This would help headquarters in their efforts to get the drafts out in a timely manner.

### **CONFERENCE COMMITTEE:**

With the exception of a few speakers which needed to be confirmed, the schedule for conference was almost all done! 36 time slots, including speakers for 3 luncheons, were filled. There will be a great line up of subjects and presenters. The theme will be "Together We Are Better on the Boardwalk of Escrow".

Reminders will be sent out to all Regional Presidents that we will need raffle gifts from all regionals to be passed out at the Awards Luncheon.

The committee then rated all the classes: 1 for beginners, 2 for medium, 3 for advanced and E for everyone.

Finally, each class was given a name in the "Carnival" theme. This was perhaps the funniest part.

### **PROFESSIONAL DESIGNATION COMMITTEE:**

The Friday meeting was very productive as the attendees gathered into groups to review the revised CEO and CSEO PD tests that were formatted to the CAR contract. Review of the CEO test was finished and it is ready to go. Donna also got sample oral questions together for publishing on the website.

Committee chair, Donna Inman, asked that all committee members write a short paragraph to describe how getting their PD designation affected their lives.

Due to cancellation of certain PD test times and low turn out in others, the committee chair called for discussion the possibility of extending the PD exam re-take time from 13 months to 18 months from date the full test was taken. After discussion a motion was made to extend the time to 18 months, effective from the first full test taken in 2007. This motion passed the Executive Board also.

Another subject brought up was the fee charge for submitting continuing education credits late. The concern was that the fee might be too costly to those members who had to pay. The penalty is now \$40.00, compounded yearly. So during a 3 year cycle, if the member did not submit the credits in a timely manner, conceivably he/she could pay up to \$240.00 maximum to renew their PD. After much discussion, it was felt that the late fee would be changed to \$40.00 for submissions that were not sent in during the year the credits were earned. It would not be compounded yearly. A motion was made to the effect that this change would be made by the Governance committee in the Policies and Procedures manual. The motion passed the Executive Board.

Regional PD chairs were asked that they remind the members to send out their 502 forms early, to check on-line to make sure they had enough credits for the end of this 3-year cycle, and for those who have their CEI designation, to be sure that they earned the required 3 credits this cycle.

#### **GENERAL SESSION:**

It is that time of the year in which nominations will be entertained by members who wish to serve on the Executive Board. Margarita Billings is the nominating chair and all willingness to serve letters are to be sent to her.

In an effort to cut down our expenses, CEA's third party media company will no longer be handling our account. Instead, it will now be a part of Headquarters' job function. The first thing they will do is ask the Regional Presidents for the names of local community newspapers so that we can issue press releases through them and get the name of California Escrow Association out to the general public. The press releases can take the format of interesting articles for the public's consumption.

The membership committee has come up with the idea that 2009 membership renewals be mailed early, by July 1. The renewals can also be taken in 3 installments to help members during these hard economic times. This motion was passed by the directors present.

Respectfully submitted,

Juliana Tu, CSEO, CEO, CBSS, CEI  
Junior Director