

# Tech Forum 2001

## Registration Form

Registration includes: Educational Sessions, Expo Sessions, Expo Hall Functions, Opening Reception, Expo Hall Happy Hour, and continental breakfast and lunch on Monday and Tuesday.

### 1. Primary Registrant (please print or attach business card)

First Name	MI	Last Name	Badge Name
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Company			
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Address			
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City	State	Zip Code
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Phone	Fax	Email
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**Additional Attendees from Office: 10% Discount!** Save money by registering up to three extra individuals from the same office. Each additional attendee will receive a 10 percent discount on registration fees. Additional attendees must be registered at the same time to receive the discount.

Additional Attendee 1	Additional Attendee 2	Additional Attendee 3
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### 2. Registration Type

Check registration type and enter the amount in Payment Options Section.

	By 1/14/01	After 1/14/01
ALTA Active/Associate Member	<input type="checkbox"/> \$445	<input type="checkbox"/> \$495
Non-Member	<input type="checkbox"/> \$545	<input type="checkbox"/> \$595
Additional Attendee Member	<input type="checkbox"/> \$400	<input type="checkbox"/> \$445
Additional Attendee Non-Member	<input type="checkbox"/> \$490	<input type="checkbox"/> \$535

### 3. Optional Tickets 4. Payment Options

Check option and enter the amount in Payment Options Section.

- Extra Opening Reception Ticket . . . . . \$50
- Extra Happy Hour Reception Ticket . . . \$35

Total Registration Fees (Section 2): \_\_\_\_\_  
 Total Optional Tickets (Section 3): \_\_\_\_\_  
 Total Enclosed: \_\_\_\_\_

#### Payment Method:

- Check  American Express
- VISA  MasterCard

Printed Name of Cardholder \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

**AMERICAN  
LAND TITLE  
ASSOCIATION**



1828 L Street, NW  
Suite 705  
Washington, DC 20036-5104  
800-787-ALTA • 888-FAX-ALTA

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U.S. POSTAGE  
**PAID**  
PERMIT #6088  
MERRIFIELD, VA

### Important: Please read carefully

1. Full payment for ALTA's Tech Forum 2001 must accompany this form.
2. Your fully-paid registration must be received by January 14, 2001, to qualify for discounted registration fees.
3. Refunds & Cancellations: Refund requests received in writing by January 22, 2001, will receive a full refund, less a \$50 processing fee. No refunds will be made after January 23, 2001. Substitutions, however, will be permitted.

### Questions?

Call 1-800-787-ALTA for prompt assistance!

### Mail

Return this form with payment to:

ALTA Registrations  
1828 L Street, NW  
Suite 705  
Washington, DC 20036

### Fax

Fax this form to ALTA (toll-free) with credit card payment:

1-888-FAX-ALTA or  
202-233-5843

### Online

Register online at:  
www.alta.org

**Juggle.  
Manage.  
Succeed.**

**AMERICAN  
LAND TITLE  
ASSOCIATION'S  
Tech Forum 2001**

**FEBRUARY 4-6, 2001 • DISNEY'S CONTEMPORARY RESORT • ORLANDO, FLORIDA**

## SCHEDULE AT A GLANCE

**Sunday, February 4, 2001**  
 4:30 - 6:00 p.m. General Session  
 6:00 - 8:00 p.m. Kick-Off Reception & Expo Premiere  
 6:00 - 8:00 p.m. Exhibits Open

**Monday, February 5, 2001**  
 8:00 a.m. - 5:30 p.m. Exhibits Open in the Expo Hall  
 8:00 - 10:00 a.m. Continental Breakfast in the Expo Hall  
 8:30 - 10:00 a.m. General Session  
 10:15 - 11:15 a.m. Educational Sessions  
 11:30 a.m. - 12:30 p.m. Educational Sessions  
 12:30 - 2:00 p.m. Lunch & General Session  
 2:15 - 3:15 p.m. Vendor Sessions  
 3:30 - 4:30 p.m. Vendor Sessions  
 4:30 - 5:30 p.m. Happy Hour Reception in the Expo Hall

**Tuesday, February 6, 2001**  
 8:00 a.m. - Noon Exhibits Open in the Expo Hall  
 8:00 - 9:30 a.m. Continental Breakfast in the Expo Hall  
 8:30 - 9:30 a.m. Educational Sessions  
 9:45 - 10:45 a.m. Educational Sessions  
 11:00 a.m. - Noon Educational Sessions  
 Noon - 1:30 p.m. Closing Luncheon & General Session

## GENERAL SESSIONS — HIGHLIGHTS

**Sunday, February 4, 2001**  
 4:30 - 6:00 p.m.  
**Techno-Life in the 21st Century**  
 A leading futurist and expert in technology and lifestyles will educate and enlighten you about the future of personal technologies. Wireless connectivity and wearable computers are here today. How can you use technology to make your life easier and your relationships more fulfilling? Is it possible to integrate technology into your personal life as a valuable tool and not lose your human identity? Join us to learn about technology's increasing ability to improve your life and help you accomplish what is most meaningful to you.

**Monday, February 5, 2001**  
 8:30 - 10:00 a.m.  
**Strategies of the Title Industry Leaders**  
 Join our industry moderator for a candid Q&A with the CEOs of the national Title Insurance Underwriters. This ever-popular panel is the best place to gauge the future of settlement service products and services. You'll hear from the industry leaders and learn to translate their strategies into prospects and plans for the success of your company.

**Monday, February 5, 2001**  
 12:30 - 2:00 p.m.  
**Time Management in the Technology Age**  
 Enjoy lunch and learning simultaneously — you're already a time management expert! Our speaker will inspire you with ideas and methods for managing your time and creating successful relationships based on determining your goals, setting priorities accordingly, and using today's technology to keep you on track to achieve personal and professional success.

**Tuesday, February 6, 2001**  
 Noon - 1:30 p.m.  
**Secondary Market Leaders Speak Out**  
 Representatives from Fannie Mae and Freddie Mac join Tech Forum participants for an important give-and-take session to discuss what's right about the mortgage finance process today and what the future holds. Incredible milestones have been reached since Tech Forum 2000 and you won't want to miss this dynamic discussion of digital initiatives, Internet e-commerce, and paperless projects across the country. You will leave with a concrete vision of the future for the industry and your company.

Note: This Preliminary Program may change as the needs of the industry change, up to the dates of the presentation.

## HOTEL ACCOMMODATIONS



© Disney

Disney's Contemporary® Resort is the perfect venue for ALTA's Tech Forum 2001. Situated where Seven Seas Lagoon and Bay Lake meet, the Contemporary is one of the original two hotels built for Walt Disney World's® opening in 1971. It is also the resort closest to Tomorrowland, Walt Disney's version of the future. The Contemporary is high tech in design, consisting of a central A-frame tower (which was constructed and then pre-fabricated rooms were inserted into it) and two garden wings.

Call 407-W-DISNEY to make reservations.

The ALTA room rate of \$189 single/double per night, plus tax is available through January 2, 2001.

One of the resort's most startling and entertaining features is the Grand Canyon Concourse, where the monorail runs silently through the full length of the hotel structure past restaurants and gift shops. The Grand Canyon Concourse also boasts a 90-foot-high Mary Blair mural featuring stylized birds, animals (including a five-legged goat), flowers, and American Indian children. The mural consists of 18,000 hand-painted tiles and is Ms. Blair's largest mural work.



© Disney

The resort houses three full-service restaurants: the California Grill on the 15th floor, the Contemporary's premiere restaurant, offers California-style cuisine; the Concourse Steakhouse, on the Grand Canyon Concourse, provides a wide variety of steaks, burgers and prime rib; and Chef Mickey's, also on the Grand Canyon Concourse, is the spot for character meals and all-day dining.



© Disney

Guests at the Contemporary can participate in all sorts of recreational activities, including boating, tennis, basketball, beach volleyball, water-skiing, and parasailing. Tee times can be arranged at any of Walt Disney World's® five championship golf courses and hotel guests may take advantage of the numerous spa treatments at Walt Disney World's® luxurious health spas at Disney's Grand Floridian® or the Villas at the Disney Institute.

While the monorail is right at your doorstep to take you to the Magic Kingdom®, complimentary bus transportation is available for all resort guests to whisk you away to the other theme parks and entertainment destinations at Walt Disney World®.

These and other amenities will make for a magical experience for ALTA Tech Forum attendees and their families.

## Make plans now to attend the American Land Title Association's Tech Forum 2001

Since its debut in 1998, ALTA's Tech Forum has become the leading technology event for the settlement services industry. Each year the show has grown in popularity and attendance — attracting new and exciting technology exhibitors and key industry decision-makers, and providing cutting-edge informational and educational sessions.

ALTA's Tech Forums have always been the place to learn about what's new in the industry, meet the people who are developing the latest products, and make purchasing decisions. Now, Tech Forum 2001 goes further by expanding programming tracks to include Management and Marketing, Operations, the Future (21st Century Title) and, for the professional who already knows the basics, an Advanced Technology Boot Camp.

Register now and take advantage of early registration discounts!

## EDUCATIONAL SESSIONS — TRACKS

<p><b>Management</b></p> <p><b>E-Mail Policies</b> How do companies establish rules for employee e-mail, especially internal e-mail? Are there legal pitfalls? Sample policies will be provided.</p> <p><b>Internal Technology Policies</b> Should you have policies regarding the selection, use, and (especially) personal use of your office technology? Sample policies will be provided.</p> <p><b>Firewall Protection</b> How can today's hardware and software choices provide you with a tamper-proof network, especially one that is connected to the Internet? Learn about discouraging hackers and the latest in virus protection.</p> <p><b>Technology Solutions for General Management, Human Resources, Payroll, Customer Service</b> Title-specific software is just the beginning. Learn about solutions for every aspect of your operation.</p> <p><b>Total Cost of Ownership: Fat v. Thin</b> How can you make the case for a thin client solution? Learn about the cost analysis factors that can lead you to the most economical and effective choice for your operation.</p>	<p><b>Operations</b></p> <p><b>Voice-Over IP</b> Telephone calls over the Internet? Is this long distance bargain reliable enough for your business needs? Join our panel and see how it's being done.</p> <p><b>Managing Long Distance and Cellular Communication Costs &amp; Administration</b> Long distance calls costing you big bucks? Learn how to manage communication resources in your operation for less expensive and more effective customer service.</p> <p><b>Ancillary Bundled Services</b> Still outsourcing those ancillary services? Learn how other title professionals are bringing it all in-house and making customers happy.</p> <p><b>Wireless Connectivity</b> What will the wireless world mean to your operation? Complete freedom to work anywhere? Learn the benefits and pitfalls of taking your company wireless.</p> <p><b>Hiring &amp; Retaining Technology Staff</b> Does Generation X hold the key to productivity and customer service? If employees in this demographic are designing and supporting your computer systems, you must learn how to attract and keep them.</p>	<p><b>21st Century Title</b></p> <p><b>Digital Documents</b> Digital signatures are legal. You're ready to start producing digital documents. What tools will you need? Is your county recorder ready? How will UETA affect the process? Explore your options during this interactive session.</p> <p><b>County Recorders</b> The County Recorders are back! This popular and frank group never fails to spark lively and informative dialog. Learn what's on their digital agenda.</p> <p><b>Digital Signatures &amp; E-cording</b> Join our panel for a survey of current paperless transaction projects across the country.</p> <p><b>Electronic Document Repositories</b> Few decisions are more important to you than secure and permanent document storage. Which formats for electronic document storage are legal, reliable, and affordable? Come hear what the experts have to say.</p> <p><b>Create An Internet Community</b> Learn how to establish a Web-based community that empowers customers, colleagues, and consumers. Create an environment with personalized services such as ordering, status checking, and retrieving educational information.</p>	<p><b>Marketing</b></p> <p><b>Web Page Development</b> Join our instructor for a quick overview and demonstration of the most common and accessible Web site development tools available. FrontPage will be featured.</p> <p><b>Where to Spend Internet Marketing Dollars</b> "There's money to be made on the Internet — let's get some!" If these are familiar words, you'll want to learn how to get the most bang for your budget.</p> <p><b>Virtual Relationships with Customers</b> In a reprise of one of last year's most popular sessions, we will explore the numerous online opportunities to make or break relationships with your customers — and attract new customers, too.</p> <p><b>E-Tools for Marketing &amp; Sales</b> Join us for a survey of the online tools available for marketing and sales over the Internet. Is there more to e-marketing than broadcast e-mail? You bet there is!</p> <p><b>Consumer-Direct Marketing</b> Selling the value of title insurance to the home buyer has never been a bigger challenge. Come see how you can use today's marketing tools to educate the home buying public.</p>	<p><b>Advanced Tech Boot Camp</b></p> <p><b>XML in Action</b> What's happening with XML? Who's using it and how? Join our expert for an overview of current industry applications of XML.</p> <p><b>XML Tools</b> Just like EDI, there are software tools designed specifically for XML. Which ones are right for your needs?</p> <p><b>Survey of Operating Systems</b> Windows and Unix and Linux, oh my! Explore the pros and cons of the various network and desktop operating systems available today.</p> <p><b>Bring on the Bandwidth</b> This annual topic explores the latest in wired connectivity to enable your company to connect and succeed. Join your fellow professionals for this year's update.</p> <p><b>ASP Architecture &amp; Terminal Server® vs. MetaFrame 1.8®</b> Let's get down to nuts and bolts. What does MetaFrame 1.8 add to Terminal Server? Which solution is right for you? Find out how these products enhance your Application Service Provider functionality.</p>
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## GETTING THERE

### Airline Discounts

Delta Airlines is the official carrier for ALTA's Tech Forum 2001. Discounts on flights into Orlando (MCO) are available. Please call, or have your travel agent call, Delta at 800-241-6760, 8:00 a.m. - 11:00 p.m. Eastern Time daily. Reference File #168524A for discount airfares.



### Weather and Attire

February weather in Central Florida is quite mild. Expect low humidity with an average high temperature of 72°. The average rainfall for Central Florida for the month of February is 2.95 inches. Even though it is February, remember to bring your sunscreen because the Florida sun can still give you a sunburn.



### Rental Car Discounts

The official car rental company for this meeting is Avis. To make reservations call 800-331-1600 and refer to the ALTA discount number D833367.

Business casual attire is appropriate for all ALTA functions at this meeting.

### Questions

Call ALTA at 1-800-787-ALTA or contact us via e-mail at service@alta.org.



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Take advantage of your proximity to the parks — use the coupon below to order discounted Walt Disney World® passes.

-----Please photocopy this form and fax or mail to address below.-----

### WALT DISNEY WORLD PARK HOPPER® TICKETS

Unlimited admission and PARK HOPPER PRIVILEGES for the number of days on your ticket to all four Disney Theme Parks.

PARK HOPPER® TICKETS	<b>5 DAY</b>	<b>Meeting/Convention Ticket</b> (Includes FIVE visits to Pleasure Island during valid dates.) # ___ Adult Tickets @ \$230.00 = \$ ___ # ___ Child Tickets (3-9 years) @ \$182.00 = \$ ___
	<b>4 DAY</b>	<b>Meeting/Convention Ticket</b> (Includes FOUR visits to Pleasure Island during valid dates.) # ___ Adult Tickets @ \$202.00 = \$ ___ # ___ Child Tickets (3-9 years) @ \$161.00 = \$ ___
	<b>3 DAY</b>	<b>3 Meeting/Convention Ticket</b> (Includes ONE visit to Pleasure Island during valid dates.) # ___ Adult Tickets @ \$152.00 = \$ ___ # ___ Child Tickets (3-9 years) @ \$121.00 = \$ ___
	<b>2 DAY</b>	<b>2 Meeting/Convention Ticket</b> (Includes ONE visit to Pleasure Island during valid dates.) # ___ Adult Tickets @ \$102.00 = \$ ___ # ___ Child Tickets (3-9 years) @ \$ 81.00 = \$ ___

### 2001 ALTA Technology Forum & Expo

Tickets Valid January 22 - February 12, 2001

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Telephone \_\_\_\_\_

### MAIL/FAX FORM

**Method Of Payment** - Price listed includes tax. Please include shipping & handling fee.  
 Check  Check # \_\_\_\_\_  Check Total \$ \_\_\_\_\_  
 (Checks made payable to Walt Disney World Co.)  
 American Express  MasterCard  Visa  
 Discover  Diners Club

Credit Card # \_\_\_\_\_ Exp. \_\_\_\_\_  
Signature \_\_\_\_\_

Specialty priced tickets are available only by returning this order form to WALT DISNEY WORLD Ticket Mail Order/ P.O. Box 10140/ Lake Buena Vista, FL 32830 or via fax to (407) 827-6964. Orders placed on or before JANUARY 1, 2001 will be sent via regular mail with handling fee of \$3.00 (allow 2 weeks for delivery). Orders placed after JANUARY 1, 2001 will be sent via Federal Express with a handling fee of \$10.00. Convention tickets, if available on-site, may be priced slightly higher.  
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(Regular Mail \$3.00 / Federal Express \$10.00) Handling Fee \$ \_\_\_  
(Price Includes Tax) Grand Total \$ \_\_\_