

Message from the President



Dear CEA Members,

As we turn the page on 2024, we close a significant chapter in CEA's rich history—and I couldn't be more thrilled to say that we're already hard at work **Writing CEA's Next Chapter Together** in 2025! First, let's talk about a major shift. After decades of partnership, our relationship with CAMS has come to a close due to their reorganization and the well-earned retirement of key team members. But with change comes opportunity, and we are thrilled to have Advantage AMC at the helm. Huge thanks to Tracey and Brenda for

jumping in with energy and enthusiasm. You can reach Tracey at office@ceaescrow.org and Brenda at info@ceaescrow.org — don't hesitate to say hello!

Here are just a few exciting highlights from the first quarter and what's ahead in 2025:

- **Our Fraud Series was a hit!** It was well-attended, highly informative, and we're thrilled with the feedback. If you missed any of the sessions, don't worry—you can still order replays in our **Education Portal**. And don't forget to check the CEA Calendar for even more great regional and statewide events.
 - A quick reminder to all Professional Designation holders: **2025 is Year 2** of our current continuing education cycle—make sure you're tracking your hours!
- **Future Leaders Wanted** The Nominating Committee is already seeking passionate members to join the Executive Committee for the 2026 calendar year. This is your chance to grow as a leader, make an impact, and give back to the organization that supports you. Reach out to us at info@ceaescrow.org if you're curious or ready to throw your name in the hat!
- **The 45th AEA Annual Business Meeting and Conference** will be held June 6–8 at the South Point Hotel, Casino & Spa in Las Vegas. Always a crowd favorite, this event delivers top-tier education and great networking. Room reservations are now open—don't miss out!
- **The CEA NorCal Education Conference** is going BIG in a small package this year! It's now a one-day powerhouse on **Saturday, July 19** at the DoubleTree in Burlingame. The speaker lineup is fantastic, and the theme— **"The New World of Escrow"**—says it all. You won't want to miss this.

- **Mark your calendar for CEA's 70th Annual Education Conference:** October 24–25 at the beautifully renovated Hyatt Regency in Irvine—an exciting *new* venue for us! We got a sneak peek during our February Board Meeting, and we know you'll love it. More details coming very soon.

What's ahead for CEA? For one thing, the **FinCEN Anti-Money Laundering Rule** (AML) will keep us busy this year! It's currently set to go into effect on December 1, 2025, and we all need to get ready for it, in case it actually does. Based on all the changes being made by the new administration, it's not yet known what will become of the new ruling. We are exploring working with members of CLTA on a collaborative effort to educate our members before the effective date. Stay tuned! Your Bill Review Committee is busy reading every bill for their potential impact on the escrow industry. If you'd like to participate on Bill Review – or any of our other committees -- please contact us at info@ceaescrow.org for details.

I had a great time in January at the Los Angeles Escrow Association's 2025 Installation Gala. A huge shout out to Stephanie Lee and Terrica Banks for hosting such a memorable night. They had a ***fantastic*** turnout! 100 years ago, in 1924 LAEA became the first escrow association, leading the way to the formation of CEA as a statewide association in 1956. We stand on the shoulders of giants, and it's our turn to lead the future.

I am very proud and honored to be your President this year. I ask you to join me and your Executive Committee to support and grow CEA by **Writing CEA's Next Chapter Together**. I look forward to sharing more news with you as time marches on.

With excitement and gratitude,

Sharon Strahlendorf, CSEO, CEI, CMHS
Your 2025 CEA President

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