

**BY BRAD CARLSON**  
IDAHO BUSINESS REVIEW

Lisa Ikeda Bain is finding success in a now-challenging business. She is a business strategist for TitleOne Corp. in Canyon County, where the company has gained market share.

In March, Bain was the most productive client that Title Solutions Group worked with, company President John Haynes said. The Modesto, Calif.-based company helps settlement-services companies thrive. Haynes, a national consultant to the title and escrow industry, thought Bain was being overly optimistic about what she could accomplish. "However, through hard work, dedication, focus, enthusiasm and teamwork, Lisa has not only met, but exceeded, these goals."

**BUSINESS STRATEGIST**  
**TITLEONE CORP., CANYON CO.**

*First Job: Librarian's assistant*

Bain joined TitleOne in 2006 as a marketing executive and won the company's MVP Award in her first year. In 2007-2008 she was an escrow team leader, leading the company's expansion into a new geographic service area and also receiving Caldwell Board of Realtors Affiliate of the Year recognition. Previously she worked as business development officer for Idaho Central Credit Union in Nampa and in positions of increasing responsibility at Consumer Credit Counseling Services of San Diego.

One of Bain's volunteer venues is Canyon County Habitat for Humanity, where she keyed development of a financial literacy program for current and prospective Habitat families. She teaches personal finance lessons in group settings and also offers monthly one-on-one counseling to families in the program. Bain "certainly cares about our families as individuals, and she appears to be thrilled to be a cheerleader in their endeavor to make the move from renter to homeowner," said Canyon County Habitat for Humanity Executive Director Marcia Davis.

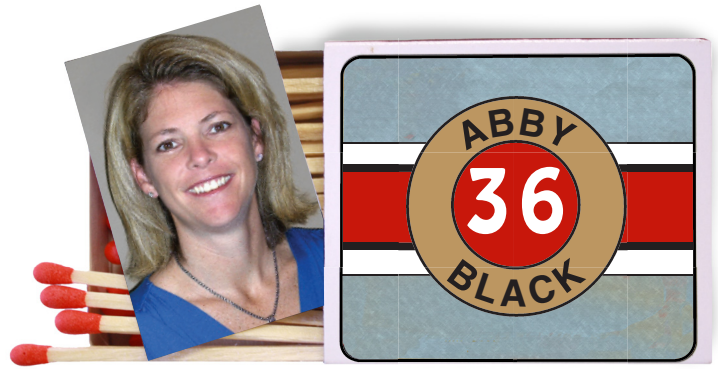
She chairs the Finally Home homebuyer education program and serves on the Family Partnership Committee of Canyon County Habitat for Humanity. She helped the Realtor Humanitarian Golf Tournament in the Nampa-Caldwell area increase sponsor participation and revenue in each of her four years as co-chair. At home she cares for her parents, who live with her.

Bain was born and raised in Hawaii. After she graduated from the University of Hawaii at Manoa, she moved to Japan to teach English. She later returned to the U.S., where her then-husband served at Marine Corps Base Camp Pendleton, Marine Corps Recruit Depot (San Diego) and Marine Corps Air Station Miramar.

She is very organized, but knows to stay flexible.

"Go where life takes you," Bain said. "Instead of fighting things beyond your control, find the power in bouncing in a new direction. Choose to find the positive in all things, and create your own happiness."

She also takes to heart advice from Boise State head football coach Chris Petersen: Wherever you are, be there 100 percent.



**BY MARK MENDIOLA**  
SPECIAL TO THE IBR

Abby Black combined the success she has achieved in athletics, the corporate world and motherhood to help raise more than \$200,000 for the Children's Home Society of Idaho by chairing TitleOne Corp.'s annual charity golf tournament the past four years.

Since 1975, the 100-year-old Children's Home – doing business as the Warm Springs Counseling Center and Training Institute – has provided mental health services for children and their families.

**ASSISTANT VP & ADA CO.**  
**MARKETING DIRECTOR,**  
**TITLEONE CORP., EAGLE**

*First Job: Tennis coach, University of Tulsa*

Black also has been active in First Tee of Idaho, a nonprofit organization that teaches character development and positive values to young people via golf, regardless of ethnicity or income. When Black joined TitleOne in May 2001, eight months after it opened in the Treasure Valley, she was the title and escrow company's 20th employee. In August 2008, Inc.com included TitleOne as one of 17 Idaho firms ranked among the 5,000 fastest-growing companies in the nation.

"I take great pride in knowing that it only took us four years from the day we opened our doors as a startup company to reach the number one market share of title and escrow companies," Black said. "We still hold the number one ranking."

In the past three years she has been a marketing director, TitleOne has grown more than 23 percent despite a declining real estate market, she said, noting her industry is an important economic barometer.

"I see things looking up. A lot more homes are selling today than a year ago," she said.

Skilled in golfing and tennis, Black cites hard work, determination, perseverance and maintaining a positive attitude as characteristics needed to accomplish success. One of her most satisfying achievements has been making a positive impact on society while leading by example.

Black has lived in the Boise area for about eight years after earning a bachelor of science degree in education from the University of Kansas in 1995 and a master's degree in education from Washington State University in 1998.

On a personal note, Black points to providing emotional and physical support to her husband's two daughters as especially rewarding. She is in the process of legally adopting the young girls, who were adopted from China by her husband and his late wife.

"There is no greater feeling of joy and satisfaction watching these beautiful girls react so positively and seeing all of their hopes and dreams fulfilled by having a mom again," she said.

Black credits great coaches and bosses for encouraging and influencing her to point her life in the right direction as she learned to work as a valuable team member and leader in both sports and business.