

Abby Black



By Chris Langrill
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Abby Black didn't hesitate when asked about a favorite quote for the purpose of this profile.

Consistency isn't something Black takes lightly. It's her business mantra, her life mantra.

"I read that, and I thought, 'That's it. That's the quote for me, right there,'" she says. "I think anybody who knows me will say that I'm pretty reliable, pretty consistent. I try to stick to those good things and repeat them over and over again."

It's a formula that's led to plenty of success in Black's life.

"We can all talk about things we want to do, or have ideas about things. But you've got to do it," she says. "Otherwise you're just a bunch of talk."

From a young age, Black has been about much more than mere talk. She was a standout athlete, earning state titles and All-State honors all four years she competed on the tennis team for Cascia Hall Preparatory School in Tulsa, Okla.

She also excelled on the basketball court, and once scored 50 points for her high school squad in a single game. During her senior year, she led the state in scoring (averaging 27 points a

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Vice president, Treasure Valley operations manager
TitleOne Corporation
Boise

Favorite book:

Raving Fans by Ken Blanchard

"It's a book that TitleOne supports and gives all new team members to read. It basically focuses on all aspects of customer service. My favorite quote is: 'Consistency is critical, consistency creates credibility.'" – A.B.

game), and Cascia Hall named her Most Outstanding Athlete.

Meanwhile, she served on the Student Council and was a member of the National Honor Society.

In college, she continued to excel as a student and athlete. She was a four-year starter on the University of Kansas tennis team, and was chosen as Kansas University's Student Athlete of the Year in 1993.

After her time at KU, she spent a year as the women's tennis coach at the University of Tulsa before moving to Pullman, Wash., where she eventually became an assistant athletic director at Washington State.

"At one point in time, I thought being an athletic director at a big-time university would be the direction I'd want to go," Black says.

But then she chose to change direction.

"I had the opportunity to get in the land title and escrow business about 13 years ago," she says.

She chose to join TitleOne when the company was about 10 months old.

"I really felt like my approach with people, of hard work and those kinds of characteristics, fit well with what they were trying to do as a company," Black says. "So, it was just a good match, and I haven't really looked back since."

Today, she is a vice president at TitleOne, and as the Treasure Valley manager she oversees 85 team members and is responsible for all the title and escrow operations (both residential and commercial) in Ada, Canyon and Boise counties.

It's a different career path than the one Black appeared to be on 13 years ago, but TitleOne CEO Mark Tidd is glad she chose to go down it.

"I often measure our team members by a simple stick," Tidd wrote in recommending Black for this award. "If we were to start TitleOne all over from scratch, would I want this individual? Without a doubt, Abby would be at the top of the list."

And while her career path strayed from sports, Black hasn't completely left that world behind. She has become a prolific golfer, and has won several club championships at both Eagle Hills Golf Course and the Club at SpurWing.

In a perfect match between sport and commerce, Black serves as the chair of the Annual TitleOne Charity Golf Classic Tournament. The event has donated more than \$365,000 to local youth organizations in the past 13 years.

"It's cool," Black says. "It's one of those feel-good moments, knowing you're helping somebody else."

True to form, it's just another example of Black consistently applying herself.