

# Appraisal News



## Northern California Chapter of the Appraisal Institute

### May Workshop and Networking Social THURSDAY, MAY 19

<b>Location:</b>	Sheraton Four Points Hotel 5115 Hopyard Road, Pleasanton	
<b>Directions:</b>	925/460-8000 or <a href="http://www.fourpoints.com">www.fourpoints.com</a>	
<b>Workshop:</b>	<b>2005 Bay Area Real Estate Market Update</b> 4:00pm – 6:00pm	
<b>Panelists:</b>	Alex Grell, VP — Office Division, Cornish & Carey Mark Triska, Industrial — R&D Properties, Colliers International Kevin Nord, Sr. VP — Commercial Investment Division, Security Pacific RE John Sechser, VP — Retail, Colliers International	
<b>Social:</b>	4:00pm – 6:00pm	
<b>Parking:</b>	Complimentary	
<b>Price:</b>	AI Members (Includes ASA and ASFMRA members)	Non-Members
<b>Workshop Only:</b>	\$30	\$40
<b>Social Only:</b>	\$30	\$40
<b>Workshop &amp; Social:</b>	\$30	\$40

**Reservations & Payment:** Advanced reservations by Tuesday, May 17 are required to ensure adequate seating and workshop materials. Cancellations without penalty must be received by 12 noon on Monday, May 16. Cancellations received after 12 noon on Monday, May 16, and “no shows” will be charged unless we are able to re-sell your reservation. *Reservations received after the cut-off date and walk-ins cannot be guaranteed.* Remit payment payable to: Appraisal Institute, 1243 Alpine Road, Suite 102, Walnut Creek, CA 94596; register online at [www.norcal-ai.org](http://www.norcal-ai.org) or fax to 925/932-7754. We reserve the right to substitute speakers under circumstances beyond our control. Confirmations are not sent for workshops.

**About the Workshop:** Panelists will address the current Areal estate market environment from the perspective of prominent Bay Area real estate brokers. Here is an opportunity to hear from and meet the people you have been calling for comps over the years. Brokers will discuss current trends in office, industrial, residential income and retail markets. Panelists often distribute informative published market reports, so don't miss out. Attendees will learn about aggregate market activity from brokers knowledgeable in the various market segments. Market Update presentations are frequently among the most popular programs — don't delay — register today! Topics are likely to include:

*Discussion of noteworthy transactions  
Market trends including vacancy levels,  
absorption rates, rent structures*

*Constraints to growth or demand over the horizon  
Perceived ranges of capitalization rates and price activity*

**Continuing Education Information:** Approved for 2-hours of Appraisal Institute and SBE CEC; an application for 2-hours of OREA CEC has been submitted. Attendees should allow 30-days for receipt of verified certificates.

### May Workshop & Networking Social: REGISTRATION FORM Thursday, May 19, 2005

*Kindly observe the May 17 registration deadline*

Name: \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

I am a/an:  AI Member (\$30)  Non-Member (\$40)  
(Includes ASA and ASFMRA members)

**I will attend:**  Market Update  Networking Social

Charge my:  VISA  MasterCard

Signature \_\_\_\_\_

Account # \_\_\_\_\_

Exp Date \_\_\_\_\_ / \_\_\_\_\_

**AI Use:** Rec'd \_\_\_\_\_ Ck # \_\_\_\_\_ Amt \_\_\_\_\_  
Bal Due \_\_\_\_\_ DBM \_\_\_\_\_ DBE \_\_\_\_\_

## Important Reminder About USPAP Education

Effective January 1, 2005, the 15-hour *National USPAP Course* may NOT be used to satisfy the 7-hour National USPAP Update Course continuing education requirement.

Therefore, only the 7-hour National *USPAP Update Course* may be taken to satisfy the continuing education USPAP requirement after January 1, 2005. If the 15-hour *National USPAP Course* is taken on or after January 1, 2005, as continuing education, the course can be applied towards the overall continuing education hours only.

# Members Page

## Members in the News

Thank you to **Terri McMillin** and **Jackson Erro** for their assistance with registration during our *sold out* April offering of Basic Income Capitalization.

Kudos to **Kelly Stevens** and **Carole Laval, SRA**, for all their efforts in organizing *two sold out* workshops and a networking lunch in Fresno earlier this month. Appreciation is extended to workshop presenter **Stephanie Coleman, MAI, SRA**.

Journey to Opportunity, the national summer conference July 7-9 in Seattle, features many notables from the Northern California Chapter. **Karen Mann, SRA, Alison Teeman, Anthony Correia, ARA, Gary DeWeese, MAI, and Eric Griffin, MAI** are all serving as presenters or panelists. **Robin Erdmann, MAI**, serves as the conference's co-chair and a session moderator. Way to go NorCal members!

Congratulations, **JoLynn (Chow) Miller!** She is one of two Region I recipients of the Minorities and Women's Regional Scholarship. This scholarship fund was designed to help individuals fund courses toward designation.

✓ **Mark Your Calendar!**

## 2005 Annual Fall Conference

**Vendor and Career Fair**  
**Friday, October 14**  
**San Francisco Hilton**

**Opening Speaker:**

**Larry Stone, Santa Clara County Assessor**

**Breakout Sessions Include:**

- ✓ San Francisco Market Update ✓ Silicon Valley Market Update
- ✓ East Bay Market Update ✓ Retail – What Creates Value?
  - ✓ Attorney Preparation of Witnesses
- ✓ Bay Area Residential Market Update ✓ Going Concern Value
  - ✓ Residential Inspection & Construction
- ✓ Subdivision Appraising ✓ Valuing Large Tracts of Land
  - ✓ Current Issues in Residential Appraising
- ✓ Designing Your Career Path ✓ Technology Update
  - ✓ Scope of Work: Client Expectations
- ✓ International Appraising: What are Other Countries Doing?

**Watch for registration information early this summer**

A limited number of guest rooms have been blocked at the San Francisco Hilton. When contacting the SF Hilton at 415/771-1400 for guest room accommodations, be sure to mention that you are with the Appraisal Institute to receive our group rate starting at \$169 (subject to availability).

## 2005 Officers, Directors and Branch Chapter Chairs

### PRESIDENT

**Bruce A. Hahn, SRA**  
[bruce@landmarkvaluation.com](mailto:bruce@landmarkvaluation.com)

### VICE PRESIDENT

**Claudia Carleton, MAI**  
[claudia@hulberg.com](mailto:claudia@hulberg.com)

### TREASURER

**Robin J. Erdmann, MAI**  
[robinerdmann@comcast.net](mailto:robinerdmann@comcast.net)

### SECRETARY

**Steve Castellanos, MAI, SRA**  
[scastellanos@bankofstockton.com](mailto:scastellanos@bankofstockton.com)

### EX-OFFICIO

**John A. Hillas, SRA**  
[jhillas@sierravaluation.com](mailto:jhillas@sierravaluation.com)

### DIRECTORS

**Larry Hopper, MAI**  
[ldhopper@rpaappraisal.com](mailto:ldhopper@rpaappraisal.com)  
**Jeff Enright, MAI**  
[jeff@enrightco.com](mailto:jeff@enrightco.com)  
**Greg Rinehart, MAI**  
[greg@burchardandrinehart.com](mailto:greg@burchardandrinehart.com)  
**Joe Napoliello, MAI**  
[JNapoliello@sanbrunocable.com](mailto:JNapoliello@sanbrunocable.com)  
**Carole Laval, SRA**  
[claval@comcast.net](mailto:claval@comcast.net)  
**Chris Daniel, SRA**  
[ctdaniel@sbcglobal.com](mailto:ctdaniel@sbcglobal.com)  
**Anthony Mills, MAI, SRA**  
[acmills1@msn.com](mailto:acmills1@msn.com)  
**Steve LeGardeur, MAI**  
[slegardeur@jhancock.com](mailto:slegardeur@jhancock.com)  
**Christina Way, MAI**  
[wa-tina@fire2wire.com](mailto:wa-tina@fire2wire.com)

### GOLDEN GATE/MEETING GROUP

Volunteers Needed

### SIERRA BRANCH CHAPTER

Volunteers Needed

### CENTRAL CAL BRANCH CHAPTER

**Kelly Stevens**  
[kellystevens@attbi.com](mailto:kellystevens@attbi.com)

### EAST BRANCH CHAPTER

Volunteers Needed

### MONTEREY BAY BRANCH CHAPTER

Volunteers Needed

### NORTH BAY BRANCH CHAPTER

**Ray Mattison, MAI**  
[mat2apr3@sonic.net](mailto:mat2apr3@sonic.net)

### SILICON VALLEY BRANCH CHAPTER

**Jim Gavin, MAI**  
[James\\_Gavin@standardandpoors.com](mailto:James_Gavin@standardandpoors.com)

## Member Update

**Nancy H. Welsh, MAI**

Managing Principal  
American Appraisal  
Associates, Inc.

595 Market Street, Suite 1200  
San Francisco, CA 94105  
415/764-1677 FAX 415/764-4825  
[nwelsh@american-appraisal.com](mailto:nwelsh@american-appraisal.com)

## More... Members Page

### Question of the Month

**Q. DOES THE UPCOMING URAR SEMINAR COVER JUST THE NEW URAR FORM, OR DOES IT ALSO COVER THE NEW CONDO, DRIVE-BY AND SRIP?**

**A.** The Professionals Guide to the New URAR Seminar will concentrate on the new URAR form only. It will deal with everything there is to know about the new 1004. However, about 30 minutes will be allotted to cover the new 1004D.

### Join the Chapter's Group Email Distribution

Email is one of the quickest and most effective ways that our chapter members can communicate with each other. Have an appraisal related question? Looking for comparable information? The chapter's group email serves as a great information exchange. Chapter members who do not currently belong to the chapter's group email are encouraged to send an email to [lisa@nocal-ai.org](mailto:lisa@nocal-ai.org) stating their intent to join! Best of all — it's free!

## What Does Membership in the Appraisal Institute Offer?

Each month we highlight some of the benefits available to Appraisal Institute members. To view a complete list, visit — <http://www.appraisalinstitute.org/membership/benefits.asp>

### Directories

**JurisPro Online Expert Witness Directory.** JurisPro is an online directory for attorneys to search for expert witnesses to retain on legal cases. Users set up a profile that includes a biography, a picture, an option to record the user's voice, as well as a web page, background and a CV, which resembles a full resume. JurisPro is offering Appraisal Institute members a 10 percent discount on their services. For more information visit <http://www.jurispro.com/> or contact JurisPro at 888/905-4040.

### Other

**The Appraisal Institute MasterCard.** The Appraisal Institute and the MBNA America Bank want you to get a credit card that works for you with great rates and high credit limits. For more information, call 800/523-7666 or visit [www.mbna.com](http://www.mbna.com).

**Avis Car Rental Program.** Car rental discounts range from 5 percent to 20 percent for Appraisal Institute members. For more information on membership benefits at Avis [click here](#).

**Hertz Car Rental Program.** Hertz offers our members special year-round discounts on daily, weekly, weekend and monthly rentals for business or pleasure; traveling in the U.S. or worldwide. For more information on membership benefits at Hertz [click here](#).

Please note, the benefits discussed in the program(s) above are for informational purposes only and may be subject to separate terms and conditions effective at the time the member signs up to participate with the company administering the respective program(s). Members may be required to agree to separate terms and conditions by the company administering the respective program(s) prior to participating in the program.

## 2005 Committee Chairs

### ARRANGEMENTS

Siobhan Semple Stoddard, MAI  
415/472-7833 FAX 415/472-3047  
[siobhan@sempleappraisal.com](mailto:siobhan@sempleappraisal.com)

### MEMBERSHIP DEVELOPMENT & RECRUITMENT

Anthony Mills, MAI, SRA  
707/765-6246 FAX 707/765-9634  
[acmills1@msn.com](mailto:acmills1@msn.com)

### ASSOCIATES' GUIDANCE – GENERAL

Anthony Mills, MAI, SRA  
707/765-6246 FAX 707/765-9634  
[acmills1@msn.com](mailto:acmills1@msn.com)

### ASSOCIATES' GUIDANCE – RESIDENTIAL

Nancy Townsend, SRA  
510/524-6469 FAX 510/527-6409  
[nancy@townsendappraisals.com](mailto:nancy@townsendappraisals.com)

### EXPERIENCE REVIEW – GENERAL

Rich Labagh, MAI  
650/843-0740 FAX 650/843-0742  
[rlabagh@aol.com](mailto:rlabagh@aol.com)

### EXPERIENCE REVIEW – RESIDENTIAL

Peggy Darnall, MAI, SRA  
510/452-4477 FAX 510/452-4230

### EXAMINATIONS

Art Lombard, MAI  
415/627-6392 FAX 415/627-6164  
[arthur.f.lombard@citigroup.com](mailto:arthur.f.lombard@citigroup.com)

### FINANCE

Robin Erdmann, MAI  
707/766-8313 FAX 707/766-8343  
[robinerdmann@comcast.net](mailto:robinerdmann@comcast.net)

### GOVERNMENT RELATIONS

Carole Laval, SRA  
559/435-4043 FAX 559/435-4043  
[claval@comcast.net](mailto:claval@comcast.net)

### EDUCATION — COURSES

Steve Kuhnhoff, MAI – Chair  
925/327-1660 x16 FAX 925/327-1696  
[stevenk@hulberg.com](mailto:stevenk@hulberg.com)

Steve Geller, MAI – Vice Chair  
925/820-4600 FAX 925/838-4559  
[stevengellermai@comcast.net](mailto:stevengellermai@comcast.net)

### EDUCATION – SEMINARS

Melissa Bach, MAI  
925/256-1463 FAX 925/256-1461  
[mbach@cbppraisal.com](mailto:mbach@cbppraisal.com)

Sara Cohn, MAI  
415/777-2666 FAX 415/977-0555  
[scohn@cbppraisal.com](mailto:scohn@cbppraisal.com)

### FALL CONFERENCE

Norm Hulberg, MAI – Chair  
408/279-1520 x142 FAX 408/279-3428  
[norm@hulberg.com](mailto:norm@hulberg.com)

Yvonne Broszus, MAI – Vice Chair  
408/279-1520 x142 FAX 408/279-3428  
[yvonne@hulberg.com](mailto:yvonne@hulberg.com)

### PUBLIC RELATIONS

Joe Napoliello, MAI  
650/875-1459 FAX 650/875-1458  
[jnapoliello@sanbrunocable.com](mailto:jnapoliello@sanbrunocable.com)

### TECHNOLOGY

Christina Way, MAI  
209/883-2796 FAX 209/883-2684  
[wa-tina@fire2wire.com](mailto:wa-tina@fire2wire.com)

### NEWSLETTER

DeeDee Miletich, MAI  
831/753-1844 FAX 831/424-5117  
[dmiletich@agloan.com](mailto:dmiletich@agloan.com)

### NOMINATING

John A. Hillas, SRA  
209/569-0450 FAX 209/569-0451  
[jhillas@sierravaluation.com](mailto:jhillas@sierravaluation.com)

# Members Page

## 2005 LDAC Meeting Summary

I recently attended the Appraisal Institute's Leadership Development & Advisory Council (LDAC) meeting, in Washington D.C., as one of your Chapter representatives. LDAC brought together nearly 100 attendees from throughout the country, including **Robin Erdmann, MAI, Rich Paddock, Judson Cline**, and myself. Its goals included discussing issues related to the Appraisal Institute's future; establishing an Appraiser presence in D.C.; and lobbying members of Congress on matters important to the Appraisal Institute. Among the many events which occurred during the three days of LDAC, some of the more interesting concerned the planning efforts of the Appraisal Institute relative to your membership.

LDAC included four primary discussion groups which addressed issues pertaining to the Appraisal Institute's future. These were aptly titled "AI 20/20", "Membership to the Max", "Professional Residential Appraiser", and "Continuing Education". As noted below, the ideas which emerged from these sessions overlap to some extent. You may see some evolve into projects which become the focus of future Appraisal Institute efforts.

**AI 20/20** focused on the long-range planning of where the organization is headed. This broad-based discussion suggested goals for the Institute such as:

- increased activity at the College and University levels, through educational offerings, publications, and/or presentations by our members;
- assistance to members of smaller appraisal firms regarding business development and operations issues;
- increased education of our membership regarding appraisal technology;
- development of a real estate research/statistical publication model which could be issued on a chapter or sub-chapter level,

with data compiled and analyzed by members;

- promotion of changes to USPAP which would allow for broader opportunities for our membership;
- encouragement of collaboration amongst Appraisal Institute chapters;
- renewed focus, both nationally and locally, on client needs;
- expanded marketing efforts which focus specifically on service demand generators;
- and, greater collaboration with clients and service users, including the publishing of articles and other information prepared by our client base.

**Membership to the Max** addressed whether the Appraisal Institute is offering its members the right services, and focused on how the organization might get its membership more involved. The recent decline and stabilization of our membership totals were examined, within both the designated and associate status categories. This panel suggested:

- more extensive Institute involvement with other professional organizations representing attorneys, accountants, etc.;
- a greater welcome to new members, including the potential creation of toolkits to help chapters offer welcoming packages to new and potential members;
- and, the creation of membership cards, which could allow credits to accrue for services or purchases from the Appraisal Institute, that could then be used to obtain discounts on course or seminar offerings, dues, and the like.

**The Professional Residential Appraiser** studied how to (1) make the SRA designation more relevant, (2) provide greater service to this segment of our membership; and (3) reverse the decline in SRA designations. Ideas which emerged included:

- support of chapter marketing efforts aimed specifically at newly State-certified appraisers to inform them of the benefits of the SRA;
- lobbying of Congress regard-

ing FIRREA reform which could tighten licensing and certification requirements;

- exploration of residential practitioner training programs, either at the National or Chapter level, and the addition of courses on training residential appraisers;
- information exchanges with other organizations (similar to goals of the National Visibility Campaign, as discussed below), which could broaden the base of users of SRA appraiser services;
- education of existing SRA members on opportunities unrelated to mortgage lending, including the creation of seminars on marketing, running a business, and/or providing alternative valuation services;
- collaborations with higher education institutions, consumer protection groups, or State organizations which could increase exposure of the SRA designation;

Finally, **Continuing Education** pursued the topic of ensuring that the Institute is providing offerings that are relevant and demanded. It proposed:

- delivery of continuing education at newly-designed Regional Conferences (potentially similar to our Chapter's Fall Conference);
- introduction of continuing education with more of an emphasis on disciplines attractive to other organizations (e.g. law, accounting, taxation, and planning);
- collaboration and crossover with groups such as those noted above for purposes of education planning, both within the Institute and the other organizations;
- adding member incentives for Appraisal Institute education, such as vouchers, reduction of credit hours from out-of-service providers, or the addition of a mandatory percentage requirement from Institute offerings for members;
- adding Institute-issued certifications tied to certain course or seminar offerings for specialties like condemnation appraising, con-

## LDAC

from previous page

taminated property valuation, and experience with unique or specific property types;

- and, a recertification process for designated members which could include the completion of a new package of courses, or the passing of an exam during a member's five-year renewal cycle;

Clearly, many of the suggestions and ideas outlined above are far-ranging. Some are of a scope which would require significant implementation efforts on the part of Institute membership. Regardless, a few could prove to have merit beyond the discussion stage, and perhaps will be a focus of future Institute ambitions. More information regarding these and other suggestions is available on the LDAC section of the Appraisal Institute website. If any are of particular appeal or offense to you, as members, I suggest that you express your opinions to your Chapter and National leadership.

Partially as a result of prior planning efforts, work is now being done to expand the benefits of your membership. Presentations made by the Institute's National leadership, at the close of LDAC, illustrated the ongoing efforts of the Visibility Campaign, Project 717, the CCIM Organizational Affiliate Membership and STDBOnline, and the Residential Forms Project. Details regarding these topics are again available to you through the Appraisal Institute website or your leadership representatives. The Visibility Campaign, in particular, includes several marketing efforts which are intended to highlight the strengths of our membership. Information reported to the Institute through the voluntary completion of your on-line Member Profile is intended to be used; however, as of March 2005, only 20 percent of members had submitted their information. If you feel that marketing the Appraisal Institute to a broader base of potential clients would be a service to you, then completing the on-line Member Profile is to your benefit.

In closing, I want to thank the Chapter for the opportunity to represent you at LDAC. If you would like to further discuss the events of the conference, please contact me directly.

— Jeffrey Enright, MAI

# IMHO:

(In My Humble Opinion) is a column in which our members have an opportunity to share their opinions and ideas. Views expressed are those of the writer and are not necessarily supported by the Appraisal Institute or its leadership. Direct any comments or if you would like to have your thoughts presented in this column to [lisa@norcal-ai.org](mailto:lisa@norcal-ai.org).

## Why Fly?

Maybe it was my third trip to Crescent City or my first trip to Mammoth Lakes that made me decide it was time to take up flying. My father had been a private pilot and I knew the world of aviation was out there waiting for me. What I had forgotten was how exhilarating it is to get in an airplane and cruise along to your destination at 180 knots. Thirty-four years ago I had obtained a private pilot's license but had never used it. Now I would have to learn everything over again from scratch. Even though I have yet to become re-certified, the experience of learning to fly again has been a blast.

Besides the ability to get to your inspection in three times the speed of an automobile and to do two days of work in one day, the airplane gives you the opportunity to see the world from a completely different perspective. This is an invaluable tool for a real estate appraiser or any real estate professional. Since taking up flying I have been able to inspect my properties from the air, take really incredible aerial photographs, see an entire neighborhood or an entire city at one time, and for the first time really understand the impact of geography on real property development.

I would not recommend an airplane to you if you are performing strictly urban property appraisals because it will be of little use to you. However, if you are appraising residential subdivisions in Butte County or large estate properties in Los Altos Hills or Saratoga, or marinas on Bethel Island, this is a fantastic tool. You will notice new development that you were unaware of and examine miles of terrain which you have little opportunity to observe or appreciate from a car.

I should also mention how incredibly beautiful Northern California is from the air. A recent trip took me to Lakeport to inspect a motel, a one-hour flight from Hayward, then over Clearlake and Lake Berryessa to Vacaville to inspect a gas station, and then a one-hour flight back to Hayward. It was two days of labor accomplished in one day. The scenery from the air was awesome.

So if you are getting bored with your job and would like to spice up your life, or if you are just getting tired of spending endless hours in an automobile when you could be accomplishing the same task in one third the time, let me recommend flying to the adventurous.

— Patrick O'Malley, MAI, Detailed Analysis, Inc.

## Ted Whitmer's COMPREHENSIVE APPRAISAL WORKSHOP

June 15-17, 2005

Sheraton Sonoma County – Petaluma

[www.tedwhitmer.com](http://www.tedwhitmer.com)

# Education

## The Professionals Guide to The URAR

Join Dawn Molitor-Gennrich, SRA, this summer when she presents the Appraisal Institute's seminar on the new URAR forms. This intermediate level seminar is designed for residential appraisers needing the most up-to-date information on changes to the revised Fannie Mae 1004 Form and other forms.

*It is anticipated that by November 1st all appraisers will be required to use the revised Fannie Mae Forms.*

Be the first to learn exactly how the revised Fannie Mae 1004 Form will impact you. Understand the reasons behind the revisions and how USPAP's Supplemental Standards rule applies. Discuss the significant differences between the prior and the revised URAR Form. Explore the revised definitions, statement of assumptions and limiting conditions and the appraiser's certification as well as important liability issues.

Keep in mind the value of this seminar goes beyond "how to complete the Form." New appraisers will develop a proper understanding of secondary market guidelines as well as USPAP compliancy issues. For experienced appraisers it will provide a comprehensive review and ability to hone his/her skills. You will also gain a host of tips on appropriate level and content of information that must be reported to effectively complete the Form.

Locations include:

Modesto – June 13

Pleasanton – June 15

Petaluma – June 18

San Jose – July 11

San Francisco – July 22

These seminars are selling out quickly around the country.

Don't be left out – register today.

This seminar is approved for 7-hours of Appraisal Institute and OREA (#05754C862). An application for 7-hours

## Upcoming Educational Offerings

- 2005 Spring Conference** **May 17**  
 Instructor: Panelists  
 Location: University of the Pacific, Stockton
- Basic Appraisal Procedures** **June 1-4**  
 Instructors: Sara Schwarzentraub, SRA, and Christina Way, MAI  
 Location: University of Phoenix, Concord
- Advanced Income Capitalization** **June 2-4 and 9-11**  
 Instructors: Craig Owyang, MAI and Gary DeWeese, MAI  
 Location: University of Phoenix, Livermore
- National USPAP Update (7-Hour)** **June 3**  
 Instructor: Stephanie Coleman, MAI, SRA  
 Location: CarrAmerica Conference Center, Pleasanton
- Professional's Guide to the URAR** **June 13**  
 Instructor: Dawn Molitor-Gennrich, SRA  
 Location: Red Lion, Modesto
- General Demo Report Writing Seminar** **June 14**  
 Instructor: Jim Amarin, MAI, SRA  
 Location: Sheraton Sonoma County, Petaluma
- Professional's Guide to the URAR** **June 15**  
 Instructor: Dawn Molitor-Gennrich, SRA  
 Location: CarrAmerica Conference Center, Pleasanton
- Effective Appraisal Report Writing** **June 17**  
 Instructor: Alan Blankenship, PhD  
 Location: Sheraton Sonoma County, Petaluma
- Professional's Guide to the URAR** **June 18**  
 Instructor: Dawn Molitor-Gennrich, SRA  
 Location: Sheraton Sonoma County, Petaluma

**Yes, please provide me with registration information on the above checked education programs.**

Name \_\_\_\_\_ Phone \_\_\_\_\_

FAX \_\_\_\_\_ Email \_\_\_\_\_

There are three ways to receive advanced notification of these upcoming education offerings: ① visit our website at [www.norcal-ai.org](http://www.norcal-ai.org); ② call us at 925/932-7753; or, ③ fax this page back to 925/932-7754. We reserve the right to cancel or substitute dates, locations and/or instructors as necessary. Interested attendees are encouraged to register at least one month prior to the offering to help avoid possible cancellation.

of SBE CEC has been submitted. Tuition is \$139 for Appraisal Institute Members and \$149 for Nonmembers.

For additional details and registration information on these offerings please visit <http://www.norcal-ai.org/event.html>.

## Associate Update

**Sue N. McCormack**

Commercial Production Appraiser  
 Washington Mutual  
 Commercial Appraisal Department  
 One Kaiser Plaza, Suite 785  
 Oakland, CA 94612  
 510/208-8114 FAX 510/208-8133  
[sue.mccormack@wamu.net](mailto:sue.mccormack@wamu.net)

# Agenda for Associates

## Attention Residential Associates:

## Implications of Course Changes

Appraisal Institute courses *Residential Case Study* (formerly known as Course 210) and *Advanced Residential Form and Narrative Report Writing* (formerly known as Course 500) will be retired in May of 2006 and replaced with a series of other courses/exams.

Currently, 3,370 associates will need to complete these courses by May 2006 in order to complete their designation education under the current requirements. If they do not, they will be required to take multiple courses, at a significant increase in hours, as follows:

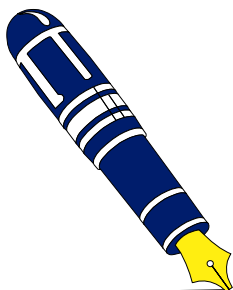
The following three new courses will replace *Residential Case Study* (former Course 210):

- *Residential Market Analysis and Highest & Best Use* (15 hours)
- *Residential Site Valuation & Cost Approach* (15 hours)
- *Residential Sales Comparison & Income Approaches* (30 hours)

*Advanced Residential Form and Narrative Report Writing* (former Course 500) will be replaced with:

- *Residential Report Writing & Case Studies* (15 hours)
- *Advanced Residential Applications & Case Studies/Part 1* (15 hours)
- *Advanced Residential Report Writing/Part 2* (30 hours)

The Membership Services department in Chicago will be contacting residential associates who need *Residential Case*



## Award Winning Associates' Guidance Program Set for June 2005 in the Wine Country

Together the Northern California and Sacramento-Sierra Chapters are finalizing details for our weeklong Associates' Guidance Program set for June 13-18, at the Sheraton Sonoma County in Petaluma.

The week will include Ted Whitmer's Comprehensive Exam Review Workshop - <http://www.tedwhitmer.com>. Appraisal Institute members can take advantage of three complimentary programs (1) Associates Guidance Program - a free workshop developed especially for associate members which includes the Director of Experience Screening who will answer questions regarding the experience review process, while national committee members will discuss the demonstration appraisal reports and the comprehensive exam; (2) Experience Review Training - a free workshop for designated members interested in serving on the Experience Review panel and (3) the General Demonstration Appraisal Writing Seminar - highly recommended for general associates who are working on their demonstration appraisal reports. In addition, Alan Blankenship, PhD, will present his Effective Appraisal Writing Seminar on June 17. Every Northern California offering of this seminar in the past has sold out. If you've never attended this seminar, now is your chance! Dawn Molitor-Genrich, SRA, will conclude the week by presenting The Professional's Guide to the Uniform Residential Appraisal Report on Saturday, June 18.

But the week is not all work and no play. Guidance week attendees and Appraisal Institute members are invited to join us for a complimentary networking social on Friday, June 17. What a terrific way to wind down and network with new and old friends and colleagues.

We have specifically designed the week in a "cafeteria style", so you can pick and choose those programs that best meet your designation and/or continuing education needs. Details and registration information can be found at <http://www.norcal-ai.org/event.html>.

*Study and/or Advanced Residential Form and Narrative Report Writing* and advise them to take either or both of these courses by May 2006.

Scheduled presentations of *Residential Case Study* and *Advanced Residential Form and Narrative Report Writing* can be found at: <http://appraisalinstitute.org/education/>.

Appraisers in Northern California are in luck! The Northern California Chapter has *Residential Case Study* scheduled for August 10-12 and 15-17 in Concord and *Advanced Residential Form and Narrative Report Writing* scheduled for November 6-12 in Dublin.

Residential associates who have questions regarding these course changes may contact Carrie Vann at: [cvann@appraisalinstitute.org](mailto:cvann@appraisalinstitute.org).

## General Comprehensive Exam

### August 22-23

For those planning ahead, the August 2005 Comprehensive Exam will be presented on August 22-23, 2005 at the University of Phoenix in Pleasanton. Details can be found at [http://www.appraisalinstitute.org/membership/members\\_downloads/guidebook.pdf](http://www.appraisalinstitute.org/membership/members_downloads/guidebook.pdf).

**HELPFUL HINT:** Many designated members credit attendance at Ted Whitmer's Comprehensive Appraisal Workshop - <http://www.tedwhitmer.com> as helping them successfully complete the Comprehensive Exam. Maybe this workshop will be of benefit to you, too!

## News From National

### CCIM Site to Do Business Online: What Can it Do for Your Business?

Site to do Business (STDBonline) offers an integrated market analysis system that combines demographic information, mapping technology and reporting tools for use in appraisal and consulting assignments.

The site includes market-analysis templates for multifamily, retail, office and industrial properties as well as access to flood maps, aerial photography and more. It puts critical and reliable information in one easy location— information that you'd probably have to spend time locating in a variety of sources otherwise.

Consider what Russell Sterling, MAI, Metro New Jersey Chapter President, has to say about STDB:

*"This database is AMAZING! It has so many different features that each time I log in, I see more and more uses for it in my everyday business! With the time and money it saves, the Site to Do Business Online is an invaluable resource for the professional appraiser."*

We know once you see what STDB has to offer, you won't want to be without it. Consider what Rick Donahue, MAI, has to say about STDB:

*"I use the CCIM Site To Do Business on EVERY appraisal assignment. This product saves me a great amount of time and money. Further, it provides my clients with an even better level of service. The Appraisal Institute-CCIM relationship is a great service to members."*

The North Bay Branch Chapter will be offering a 2-hour workshop on July 28 in Santa Rosa. Plan to attend to see how this member benefit can better serve you. Registration details will be available shortly.

In the meantime visit <http://www.appraisalinstitute.org/membership/stdb.asp?I20x90> for information on how CCIM STDBonline can help your appraisal business visit.

### Don't Miss Out on This Summer's "Journey to Opportunity"

Time is drawing short to register for this year's Summer Conference taking place July 7-9 in Seattle, Washington. Using the theme "Journey to Opportunity," the conference will offer variety of education sessions for both commercial and residential appraisers, providing attendees up to 20 hours of Appraisal Institute continuing education credit. The early-bird registration deadline is June 3. You can register directly online at [www.appraisalinstitute.org/summer/default.asp](http://www.appraisalinstitute.org/summer/default.asp).

Of special note are two all-day technical tour programs, one for residential appraisers that will include a boat cruise on Lake Washington to see some of Seattle's famed high-end homes. The other technical tour focuses on valuation of hospitality properties and vineyards, which will culminate in a wine tasting at one of the area's premier wineries. Other topics include residential consulting, Site To Do Business, conservation easements and the challenges of interdisciplinary valuation, among others. Some programs are limited in space so members are urged to register as soon as possible. Detailed program information is now available at [www.appraisalinstitute.org/summer](http://www.appraisalinstitute.org/summer).

Our sold-out exhibit hall will feature leading vendors of software and other technology products geared to appraisers, and receptions will offer attendees the chance to network and renew acquaintanceships. Local tours are available for members and their families. Check out <http://www.graylineofseattle.com/> for more details. If Seattle is just the beginning of your vacation, an Alaskan cruise is also being made available at special rates for Appraisal Institute conference attendees.

### Wayne Pugh Nominated to Serve as 2006 Vice President

R. Wayne Pugh, MAI, Baton Rouge, LA, has been nominated to serve as 2006 vice president of the Appraisal Institute. The Appraisal Institute's Leadership Development and Nominating Committee announced the nomination during the association's Board of Directors meeting held in Chicago April 11-12. The Board will elect the 2006 vice president at their meeting in November. The 2006 vice president becomes president elect in 2007 and president of the Appraisal Institute in 2008.

Pugh has been active in the Appraisal Institute at the national, regional and local levels of the organization for more than three decades. He currently serves on the Board of Directors. He has served in various capacities over the years, including as member and vice chair of the national Finance Committee and as chair of the national Regional Chairs committee and the Technology Subcommittee. He is the creator and regular contributor of the Cool Tools column, which appears in AI's Valuation Insights & Perspectives magazine.

Pugh is CEO and founder of R. Wayne Pugh and Company, Baton Rouge, LA, a real estate consulting and appraisal firm operating since 1975. He is also CEO and founder of Real Estate Data Services, Inc., which publishes commercial real estate transfers and public records, and Software for Real Estate Professionals, a real estate software publishing firm. He holds a B.S. in Business from Louisiana State University. He also holds the CRE designation of the Counselors of Real Estate.

"We are at a crossroads with many challenges ahead and we must be in touch with our membership to make the right decisions," Pugh commented in his formal response to the Nominating Committee. "My connection to local chapters and regions through my service as chairman of the National Committee of Regional Chairs, my position as a three-term board member, and my continued local and regional involvement all provide me with a broad understanding of how our membership feels about the issues facing the Appraisal Institute and their business practices."

**More...**

## News From National

### Designated Members: Get Your Profile Online

As of late April, about 33 percent of designated members had posted a Member Profile with their directory listing on the Appraisal Institute Web site. With the redesign of the Find an Appraiser pages as well as the start of the nationwide Visibility Campaign, having a Member Profile (which costs designated members nothing) is an invaluable marketing tool. Members are encouraged to complete the Member Profile Set-up form, available via the members-only section of the Appraisal Institute Web site — <http://www.appraisalinstitute.org/default.asp>. Only those designated members who have completed the Member Profile questionnaire will be pulled up when Directory users search by business services and/or property types.



### Classified Guidelines & Deadlines

The newsletter submission deadline is noon on the 5th of the preceding month. All submissions for the July/Aug 2005 issue must be received by noon on June 5. We reserve the right to reject or edit classified ads. Ads are limited to 40 words. A \$40 publishing fee must accompany submission from non-affiliates. Advertising is complimentary for AI members and affiliates. Ads will be printed on a space available basis. The Appraisal Institute assumes no responsibility for the reliability of ads other than to publish them. Submit ads via email to [lisa@norcal-ai.org](mailto:lisa@norcal-ai.org).

### Real Estate Appraiser's Training Program

This program is part of our commitment to create a progressive environment for those interested in pursuing a career as a professional real estate appraiser and in joining our organization. The program is designed to help beginners find designated members to learn about appraising in the real world and to network with real estate appraisal professionals. Designated members will have the opportunity to act as mentors to these aspiring professionals, coaching them toward a successful career. Additionally, participants will have the chance to begin working on their own SRA and/or MAI designation. For more information, go to: [http://www.appraisalinstitute.org/membership/sub\\_min\\_wom\\_training.asp](http://www.appraisalinstitute.org/membership/sub_min_wom_training.asp) or contact Todd Anderson, Membership Services Coordinator, at 312/335-4154 or [tanderson@appraisalinstitute.org](mailto:tanderson@appraisalinstitute.org).

## Classifieds

### Appraisers Wanted

**Licensed Appraiser Needed For East Bay Office.** Part time, but must be available weekdays. Trainees need not apply. Resume and work sample to: [BayAppraisals01@aol.com](mailto:BayAppraisals01@aol.com)

**Designated or Senior Commercial Appraisers Wanted.** CBRE Valuation and Advisory Services is looking for experienced commercial appraisers for our Northern California offices. Appraise high profile property types throughout the Bay Area, work with a sophisticated local and national client base, and significantly increase your billings utilizing our cutting edge technology and large library of data sources. Additionally we provide appraiser trainees to qualified candidates. Email your resume to [Robert.Hensley@CBRE.com](mailto:Robert.Hensley@CBRE.com) or call Rob Hensley, MAI, at 415/986-7940.

**National Appraisal Firm Located in Walnut Creek** seeks a commercial appraiser with at least two years of experience to join a fast-paced, professional office where you are given excellent technical support and data resources. Qualified candidates are quality-oriented and proficient in MS Word and Excel (Argus experience desirable). Competitive fee splits and benefits offered. Please email your resume to Diane Nowak, MAI, Joseph J. Blake and Associates at [dnowak@blakeglobal.com](mailto:dnowak@blakeglobal.com).

**Review Appraiser. Greater Bay Bank, Palo Alto, CA,** is seeking a Review Appraiser to perform reviews of residential and commercial real estate appraisals to verify accuracy, determine reasonableness, and ensure compliance with FIRREA, USPAP and GBB standards. Reviews involve a wide array of property types, including complex investment and development projects. Position requires an undergraduate degree, California State General Certified license with five years experience in real estate appraisal. Competitive compensation. Contact Grant Lindholm, MAI, CCIM, Vice President and Chief Appraiser. Email: [glindholm@gbbk.com](mailto:glindholm@gbbk.com).

**Northern California/Bay Area.** Commercial Appraiser position available at a growing commercial firm. Must be thorough, detail oriented, motivated, computer literate, and have strong writing skills. Certified State License required. Five plus years experience. MAI or actively seeking designation. Must have commercial experience. Contact: Jeffrey Fillmore, MAI at 1062 Willow Street, San Jose, CA 95125, Telephone 408/299-0444, Fax 408/299-0449, e-mail your qualifications to: [jfillmore@fillmoregroup.com](mailto:jfillmore@fillmoregroup.com).

**Commercial Appraisers.** American Appraisal is seeking MAI (or advanced MAI) and AG's for its San Francisco office. Duties include a wide range of valuation and consulting services, which includes approximately 30% travel. Please forward resume to Colleen Stoltmann at [cstoltmann@american-appraisal.com](mailto:cstoltmann@american-appraisal.com) or fax 414/225-1283.

### Appraiser Available

**Appraiser Trainee Available.** I am seeking a part-time position as a Real Estate Appraiser Trainee with a Sacramento, Placer, El Dorado or Yolo county appraisal firm. I have completed 90 hours of required education, passed the states' licensing exam and obtained my trainee license. I am a highly organized person with a positive attitude and the ability to work well under pressure. Please contact me at [cprescott94086@yahoo.com](mailto:cprescott94086@yahoo.com).

### Miscellaneous

**Business for Sale.** The leading commercial appraisal firm in Mendocino County seeks MAI or advanced candidate for purchase of business. email: [dstrupp@mcn.org](mailto:dstrupp@mcn.org).

## Upcoming Programs & Events at a Glance

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
May 15 — June 18, 2005	<b>MAY 15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>
			<b>2005 Spring Conference</b> — Stockton		<b>Board Meeting Workshop &amp; Networking Social</b> — Pleasanton		
	<b>22</b>	<b>23</b>	<b>24...</b>	<b>JUNE 1</b>	<b>2</b>	<b>3</b>	<b>4</b>
						<b>National USPAP Update (7-Hour)</b> — Pleasanton	
					<b>Adv Income Cap</b> — Livermore		
				<b>Basic Appraisal Procedures</b> — Concord			
	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>
					<b>Adv Income Cap</b> — Livermore		
	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>
		<b>Experience Training</b> — Petaluma <b>Associates' Workshop</b> — Petaluma <b>URAR Seminar</b> — Modesto	<b>General Demo Seminar</b> — Petaluma	<b>URAR Seminar</b> — Pleasanton		<b>Effective Writing</b> — Petaluma <b>Networking Social</b> — Petaluma	<b>URAR Seminar</b> — Petaluma
				<b>Comprehensive Appraisal Workshop</b> — Petaluma			

# Joint Networking Social

## Northern California & Sacramento – Sierra Chapters

### Friday, June 17 — Sheraton Sonoma County

## 2005 Chapter Officers

**PRESIDENT**

**Bruce Hahn, SRA**  
Landmark Valuation  
2081 Stratton Road  
Walnut Creek, CA 94598-2353  
925/932-4044 FAX 925/932-4844  
[bruce@landmarkvaluation.com](mailto:bruce@landmarkvaluation.com)

**VICE PRESIDENT**

**Claudia Carleton, MAI**  
Hulberg & Associates  
One Almaden Boulevard, Suite 700  
San Jose, CA 95113  
408/279-1520 408/279-3428  
[claudia@hulberg.com](mailto:claudia@hulberg.com)

**TREASURER**

**Robin J. Erdmann, MAI**  
The Robin Erdmann Group  
Real Estate and Land Use  
Economic Consultants & Appraisers  
1885 Falcon Ridge Drive  
Petaluma, CA 94954  
707/766-8313 FAX 707/766-8343  
[robinerdmann@comcast.net](mailto:robinerdmann@comcast.net)

**SECRETARY**

**Steven Castellanos, MAI, SRA**  
Bank of Stockton  
Post Office Box 1110  
Stockton, CA 95201  
209/929-1441 FAX 209/929-1394  
[scastellanos@bankofstockton.com](mailto:scastellanos@bankofstockton.com)

**CHAPTER OFFICE**

1243 Alpine Road, Suite 102  
Walnut Creek, CA 94596  
925/932-7753 FAX 925/932-7754  
[www.norcal-ai.org](http://www.norcal-ai.org)  
**Executive Director**  
**Lisa M. Estes**  
[lisa@norcal-ai.org](mailto:lisa@norcal-ai.org)  
**Administrative Assistants**  
**Pat Moore**  
[pat@norcal-ai.org](mailto:pat@norcal-ai.org)  
**Alex Long-Smith**  
[alex@norcal-ai.org](mailto:alex@norcal-ai.org)

*Library Hours by Appointment*