



**Appraisal
Institute™**

*Professionals Providing
Real Estate Solutions*

Appraisal News

Northern California Chapter of the Appraisal Institute

2004 Annual Fall Conference Plus Career and Vendor Fair

**Friday, October 22 —
San Francisco Hilton**

Final details are underway for our 54th Annual Fall Conference which will be held on Friday, October 22 at the San Francisco Hilton. This event draws over 500 real estate appraisers and related professionals. John Ross, EVP, Appraisal Institute will start off the morning as our Opening Speaker. Our 16 breakout sessions include:

- Tired of Appraising Commercial Properties?
- Residential Market Trends: Why Boom and Not Bust?
- Before You Say "Yes": Clients, Assignments and Pricing
- Internet Research
- Appraisers, Reviewers, Lenders & USPAP
- M&S Connect / AI Commercial Database
- Network Security and the Paperless Office
- San Francisco Market Update
- Residential Consulting Services
- Residential Retrofit: Enhance Your Profit Margin
- Appraiser's Work File

- East Bay Market Update
- Commercial Building Inspection
- Hot Spots and Pitfalls of Appraising Affordable Housing
- Real Estate Damage Economics
- Silicon Valley Market Update

Below is a peek at some of the timely and interesting breakout topics:

The Hot Spots and Pitfalls of Appraising Affordable Housing

This session is intended for appraisers with some exposure and working knowledge of appraising Affordable Housing projects. This would include not only appraising proposed and existing affordable housing projects, but also appraising market rate housing with an affordable housing component and appraising land for proposed housing with an affordability component. There are basic concepts surrounding appraising affordable housing. As tax credit financing has grown in popularity and people's comfort level with the financial instrument, developers are getting more and more sophisticated. It is important for the appraiser to understand the intended use of the appraisal,

▶ **Conference, page 5**

Scope of Work: Expanding Your Range of Services

San Jose Hyatt

Friday, September 17

The scope of work decision is one of the most critical decisions you will make in the initial development of your report. This decision, resulting research and analysis, and proper communication of both client and intended user(s) can be keys to a beneficial relationship with clients and increased future success.

This seminar addresses the wide range of services you can offer your current and potential clients. It also clearly highlights the practical application of the scope of work decision in a variety of everyday appraisal assignments. Understanding scope of work

will provide you with new appraisal and consulting opportunities, improve profitability and increase client satisfaction, all without breaking any rules! You will learn how to customize your work, gain flexibility, and provide your clients with services that further satisfy their needs.

After completing this seminar, you will be able to

- Understand the evolution of scope of work in USPAP and the level of flexibility it provides in today's appraisal assignments.
- Recognize the responsibility to understand the clients' intended use of the assignment results and how that affects the appropriate

scope of work.

- Demonstrate the ability to make the appropriate scope of work decision for a variety of assignments.
- Write a clear, concise, and accurate scope of work statement for an assignment.

This seminar is approved for 7-hours of Appraisal Institute and OREA (#02754C723) CEC. An application for 7-hours of SBE CEC is being submitted. Tuition is \$165 for Appraisal Institute Members and \$195 for Nonmembers.

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

Members Page

2005 Officers, Directors and Regional Reps Elected

Congratulations and appreciation is extended to our 2005 Leadership Team!

2005 Officers

- PRESIDENT:** Bruce M. Hahn, SRA — Walnut Creek
- VICE PRESIDENT:** Claudia B. Carleton, MAI — San Jose
- TREASURER:** Robin J. Erdmann, MAI — Mill Valley
- SECRETARY:** Steve Castellanos, MAI, SRA — Stockton
- EX-OFFICIO:** John A. Hillas, SRA — Modesto

Directors

- Carole Laval, SRA (2005) — Fresno
- Greg Rinehart, MAI (2005) — Walnut Creek
- Jeff Enright, MAI (2005) — San Mateo
- Joe Napoliello, MAI (2006) — Redwood City
- Chris Daniel, SRA (2006) — Carmel
- Christina Way, MAI (2006) — Hughson
- Anthony Mills, MAI, SRA (2007) — Petaluma
- Larry Hopper, MAI, SRA (2007) — Fresno
- Steve LeGardeur, MAI (2007) — Concord

2005 Regional Representatives

- Bruce M. Hahn, SRA (2005) — Walnut Creek
- Claudia B. Carleton, MAI (2006) — San Jose

- Robin J. Erdmann, MAI (2006) — Mill Valley
- Steve Castellanos, MAI, SRA (2006) — Stockton
- Anthony Mills, MAI, SRA (2007) — Petaluma
- Larry Hopper, MAI, SRA (2007) — Fresno
- Steve Kuhnhoff, MAI (2005) — San Ramon
- Chris Daniel, SRA (2005) — Carmel
- Frank Schmidt, MAI, SRA (2005) — Fremont
- Steve LeGardeur, MAI (2007) — Concord

2005 Regional Representative Alternates

- Christina Way, MAI — Hughson
- Carole Laval, SRA — Fresno
- Rob Hensley, MAI — San Francisco
- Richard Paddock — Modesto
- Jim Joyce, MAI — Walnut Creek

Members in The News

Thank you to **Jonathon Brooks** and **Steve Childs** for their assistance with registration for our July offerings of Courses 410 and 420 in Fairfield.

Congratulations Newly Designated Members

- Yvonne Broszus, MAI**
Hulberg & Associates
One Almaden Boulevard,
Suite 700
San Jose, CA 95113
408/279-1520 FAX 408/279-3428
Yvonne@hulberg.com
- Deanne M. Miletich, MAI**
American AgAppraisal
924 E. Blanco Road
Salinas, CA 93901
831/753-1844 FAX 831/424-5117
DMiletich@agloan.com

2004 Officers, Directors and Branch Chapter Chairs

PRESIDENT

John A. Hillas, SRA
jhillas@sierravaluation.com

VICE PRESIDENT

Bruce A. Hahn, SRA
bruce@landmarkvaluation.com

TREASURER

Claudia Carleton, MAI
claudia@hulberg.com

SECRETARY

Robin J. Erdmann, MAI
robinerdmann@comcast.net

EX-OFFICIO

Neil A. Lefmann, MAI, SRA
neil@nalefmann.com

DIRECTORS

- Bill Bambas, MAI
bambow@sbcglobal.net
- Jeff Enright, MAI
jeff@enrightco.com
- Mitch Dunshee, MAI
mdunshee@sbcglobal.net
- Greg Rinehart, MAI
gdr62@pacbell.net
- Joe Napoliello, MAI
JNapoliello@sanbrunocable.com
- Carole Laval, SRA
claval@comcast.net
- Chris Daniel, SRA
ctdaniel@sbcglobal.com
- Anthony Mills, MAI, SRA
acmills1@msn.com

Steve Castellanos, MAI, SRA
scastellanos@bankofstockton.com

GOLDEN GATE/MEETING ROOM

Volunteers Needed

SIERRA BRANCH CHAPTER

Christina Way, MAI
cway@arrival.net

CENTRAL CAL BRANCH CHAPTER

Larry Hopper, MAI, SRA
ldhopper@rpaappraisal.com
Kelly Stevens
kellystevens@attbi.com

EAST BRANCH CHAPTER

Rob Hensley, MAI
Robert.Hensley@CBRE.com

MONTEREY BAY BRANCH CHAPTER

Chris Daniel, SRA
ctdaniel@sbcglobal.net

NORTH BAY BRANCH CHAPTER

Raymond Mattison, MAI
mat2apr3@sonic.net

SILICON VALLEY BRANCH CHAPTER

Jim Gavin, MAI
James_Gavin@standardandpoors.com



2004 Annual Fall Conference
Vendor and Career Fair
Friday, October 22
San Francisco Hilton
Celebrating 54 Years!



Members Page

2004 Committee Chairs

Arrangements

Siobhan Semple Stoddard, MAI

Membership Development

Steve Castellanos, MAI, SRA

Associates' Guidance

— General

Anthony Mills, MAI, SRA

Associates' Guidance

— Residential

Chris Daniel, SRA

Experience Review

— General

Peggy Darnall, MAI, SRA

Experience Review

— Residential

Michael Dambacher, SRA

Finance

Claudia Carleton, MAI

Government Relations

Carole Laval, SRA

Courses

Steve Kuhnhoff, MAI

Seminars

Frank Schmidt, MAI, SRA

Fall Conference

Peter Overton, MAI

Public Relations

Joe Napolliello, MAI

Technology

Karen Mann, SRA

Newsletter

Sara Cohn, MAI

Melissa Bach, MAI

Nominating

Neil Lefmann, MAI, SRA

Examinations

Art Lombard, MAI

Workshops

John Hillas, SRA

Melissa Bach, MAI

Rob Hensley, MAI

Rick Smith, MAI

What Does Membership in the Appraisal Institute Offer?

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

Real Estate Solution Software

Realm Software: The Realm Software offers a 10 percent discount off of the regularly listed price on all new and additional licenses of ARGUS, DYNA, and CONNECT. Argus will also grant an extra 10 percent off to those who complete the Appraisal Institute's Course 810, Computer Advanced Cash Flow Modeling or an approved Realm-sponsored ARGUS training course. For more information, contact: <http://www.therealm.com>, 469/791-1000, info@Realm.com.

TWR Select/TortoWheaton Research: Appraisal Institute members can access the world's largest office and industrial building-by-building database at a great discount. TWR Select provides 13 years of market information covering 240,000 office and industrial properties in 72 metropolitan areas nationwide and 1,500 submarkets. Members receive a discounted subscription rate. For more information, log in to the Members Only section of www.appraisalinstiute.org.

Research Publications

Cushman & Wakefield MarketBeat Snapshot: Cushman & Wakefield, a global real estate services firm, publishes a research publication, *MarketBeat Snapshot* which highlights market and submarket property statistics in the subscriber's chosen location. Cushman & Wakefield is offering Appraisal Institute members a 25 percent discount off of this publication. For more information or to download an order form visit www.cushmanwakefield.com/us/publication.cfm or contact Sandra Rodriguez at 212/841-7884.

Hotel Brokers International (HBI): HBI is offering two discounts to Appraisal Institute members. Members can receive the 2003 edition of *TransActions Recap* for more than 20 percent off the cover list price, or order the *TransActions* Subscription Service, which includes the 2003 edition of *TransActions Recap* and three custom searches of HBI's Information Services Division over the next year for a 50 percent savings. This promotion will also apply to the 2004 edition of *TransActions Recap*, with an anticipated release date of spring

▶ [AI Membership Benefits, page 4](#)

Company Name Change and Office Relocation

Carneghi-Bautovich & Partners, Inc., is now **Carneghi-Blum & Partners, Inc.** The Carneghi-Blum & Partners, Inc., San Francisco office has relocated to:

595 Market Street, Suite 2230
San Francisco, CA 94105
415/777-2666 FAX 415/977-0555

Chris Carneghi, MAI

Ronald Blum, MAI

Timothy Runde, MAI

Melissa Bach, MAI

Sara Cohn, MAI

Mark Watts

Harvey Scodel

Members on the Move

Steven J. Geller, MAI, JD

Hulberg & Associates, Inc.
3160 Crow Canyon Place, Suite 245
San Ramon, CA 94583-1338
925/ 327-1660 x202
FAX 925/327-1696
steveg@hulberg.com

Charlie Moore, MAI

Fabbro, Moore & Associates
611 Veterans Boulevard, #216
Redwood City, CA 94063

Office Relocation

Hulberg & Associates' San Ramon office has relocated to:

Hulberg & Associates, Inc.
3160 Crow Canyon Place, Suite 245
San Ramon, CA 94583-1338
925/ 327-1660 FAX 925/327-1696

Steve Kuhnhoff, MAI

Steve Geller, MAI, JD

Members Page

AI Membership Benefits

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2004. To place an order, call 800/821-5191 and have your Appraisal Institute membership number available.

Institute of Real Estate Management (IREM) Income/Expense Analysis Reports: The Institute of Real Estate Management is offering Appraisal Institute members a 20 percent discount on their *Income/Expense Analysis* research reports. These reports provide quality income and expense data for private-sector office buildings, multifamily properties, community associations, federally-assisted properties and shopping centers in the top metropolitan markets in the United States and Canada. For more information visit www.irem.org.

Real Estate Research Corporation (RERC): Real Estate Research Corporation was one of the first and continues to be one of the most recognized commercial real estate research, valuation, and consulting firms in the nation. For the last 70 years, they have been producing real estate research, publications, market studies, property valuations, investment criteria, and trends analyses. They are offering Appraisal Institute members a free current issue of the *RERC Real Estate Report*, a 20 percent discount on two of RERC's premier publications, and free reports from the past three years. Further, if you already subscribe to RERC publications, you can sign up to receive a free copy of *Expectations & Market Realities in Real Estate*: for 2004 or 2005. For more information on this discount program [click here](#).

Please Note: the benefits discussed in the programs 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.

**State of the Profession
Workshop and Networking Social**
Sheraton Four Points – Pleasanton
Thursday, September 23
Join us for this informative annual update.

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@norcal-ai.org stating their intent to join! Best of all — it's free!

Question of the Month

Q. I'VE HEARD THAT THE INSTITUTE IS CONDUCTING A SPECIAL TRAINING THIS FALL ON THE WEST COAST FOR MEMBERS WHO ARE INTERESTED IN BECOMING INSTRUCTORS. WHERE CAN I GET MORE INFORMATION?

A. The training is scheduled for October 29-November 1 in Los Angeles. More information will be available shortly. Anyone interested in attending should contact Jimmy Driskill, Education Network Services at 312/335-4221 or jdriskill@appraisalinsitute.org.

New Membership Benefit: Property & Portfolio Research

The Appraisal Institute is pleased to announce the addition of a new membership discount program with Property & Portfolio Research (PPR). PPR is offering Appraisal Institute members a 25 percent discount on PPR's research publication *PPR Fundamentals*. *PPR Fundamentals* is a quarterly research publication forecasting real estate fundamentals, including vacancy rates, demand, supply, and rent changes for each of the top 54 markets nationwide for five property types (office, retail, hotel, apartment, warehouse). It can be purchased both by property type and geography. For more information and to view a sample visit www.ppr-research.com. To gain access to the discount link, visit www.appraisalinsitute.org/join/benefits.asp.

The pricing is as follows.

Status	Property Type	
	One	Five
PPR Price	\$1000	\$2000
AI Member Price	\$750	\$1500

For more information, please feel free to contact Wendy Woodburn at 312/335-4191 or at wwoodburn@appraisalinsitute.org.

coming this fall

Appraising the Tough Ones

Instructor:
Dawn Molitor, SRA
South Bay
November 12

Registration Info
Coming Soon

News From National

Appraisal Institute Store

We are proud to unveil the Appraisal Institute Store, your source for premium promotional items to market your designation and your business to your clients. Now, you can order specialty items proudly bearing the Appraisal Institute logo and your designation! Product customization is also available on request.

Promotional products are ideal for creating awareness among a selective audience. It's an excellent tool to advertise your designation, reinforce your marketing messages and enhance your business. Gain name recognition with new clients and increase the number of customer referrals through the use of specialty items.

From logo shirts and tournament polos to pens and notepads, items from the Appraisal Institute Store are the perfect way to create awareness and interest in the Appraisal Institute, promote our programs and services, and enhance our brand image within the industry. What better way to advertise your business to clients and vendors? In addition to the online store on the national Web site, all items will be sold at educational offerings and conferences.

Top five reasons to order from the Appraisal Institute Store...

1. We offer competitive pricing.
2. We strive for on time delivery.
3. We provide free art and design services.
4. We provide creative solutions to fit your budget.
5. We work hard to make your job easy.

Shop the store at www.appraisalinstitute.org and let us know what you think!

See page 10
for more
News From National

Conference

from page 1

the intended user and ramifications of making blanket assumptions. We have brought together three very distinguished and highly qualified users of appraisal services in the Affordable Housing industry. They will help address issues that arise in appraising affordable housing and discuss issues they find particularly important to clarify. This session is designed to improve the dialog and understanding between the appraisers and users of appraisal services.

Appraisal Consulting Services

Consulting services provides an additional opportunity for appraisers that possess market knowledge second to none. Excellent appraisal work rises far above looking at comparable sales. It comes from understanding the subtleties of each property and transaction. Learn what consulting means to the appraisal professional and what skills are needed to perform these services. As specialists you can help to identify and maximize the value of your unique property by defining its potential through creative planning and design techniques, tied to market realities. Depending on your qualifications, consulting services may include:

- sale of all or a portion of the property,
- gifting to the next generation,
- conservation of all or a portion of the property through Conservation Easements, arbitration services,
- development of the property, or limited development,
- purchase of abutting property
- non-lender related property value assessments

Bay Area Residential Market Trends: Why Boom and Not Bust?

While the Bay Area is experiencing a painfully slow increase in job growth, and the commercial market is deemed "still tough, but getting better," new home subdivisions enjoyed average 5% to 10% pricing increases in the first quarter of 2004. Traffic through the subdivisions increased, absorption rates increased, and waiting lists increased. The only thing that decreased is inventory. What is driving this market? Why

boom and not bust? This session, "Bay Area Residential Market Trends," will provide an overview of the regional housing market and the influences that currently define it, and provide opinions on future housing trends and growth areas. While the session will primarily focus on new construction, trends in the resale market will also be discussed.

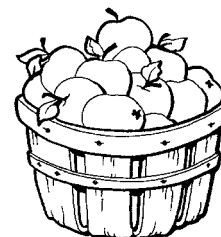
Before You Say Yes: Qualifying Clients, Engaging Assignments, and Product Pricing

Developing a good relationship with a client begins with a clear understanding of what the client and appraiser/consultant expect from each other. The expectation is based upon needs. The agreement between client and appraiser regarding the product to be delivered is a contract. A clear understanding of what will be delivered, when, and at what price is basic to any contract. Asking the right questions enables the appraiser/consultant to better understand the client's valuation needs, and the scope of appraisal work necessary to properly satisfy those needs. Knowing the client's needs and the scope of work, the engagement terms can be fine-tuned to both meet the client's needs and appropriately compensate the appraiser/consultant.

For registration information, visit <http://www.norcal-ai.org/event.html>.

Do You Have An Opinion?

IMHO (InMyHumbleOpinion) 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.



Branch Chapter / Local Meeting Group Events

Sierra Branch Chapter Workshop & Networking Social

THURSDAY, AUGUST 19

Location: Red Lion Inn Modesto
1612 Sisk Road, Modesto

Directions: 209/521-1612 or www.redlion.com

Parking: Complimentary

Registration: 2:45pm

Workshop: 3:00pm – 6:00pm

Social: 6:00pm

Topic: San Joaquin & Stanislaus Counties
Annual RE Update and Forecast

Panelists: Office – Shelly Cannon-Keely,
CB Richard Ellis – Stockton
Agricultural – Randall Edwards, ARA,
Edwards and Lien
Re-Sale Residential – TBA
Industrial – Charline Speck,
Prudential California Realty
Production Residential –
The Meyers Group Team
Retail - TBA
Multi-Family – Paula Zagaris,
Liberty Property Management

Price: AI Members Non-Members

Workshop Only:	\$30	\$40
Social Only:	\$30	\$40
Workshop & Social:	\$30	\$40

Reservations & Payment: Advanced reservations by Friday, August 13 are required to ensure adequate seating and workshop materials. Cancellations without penalty must be received by 12 noon on Monday, August 16. Cancellations received after 12 noon on Monday, August 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, ▶ *Continued top of next column*

1243 Alpine Road, Suite 102, Walnut Creek, CA 94596, register online at 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: Join us for our annual offering of the Market Update and Forecast. Specialists in various market segments will discuss trends in sale prices, sale volume, lease rates, occupancy, and development activity. Find out what is going on in the market and what is the outlook. There will be question and answer periods between speakers. Come and join us for this informative workshop program, then stay for the networking social that includes complimentary wine and hors d'oeuvres.

Continuing Education Information: Approved for 3-hours of Appraisal Institute CEC. Applications for 3 hours of OREA and SBE CEC are being submitted. Those seeking CEC should arrive by the 3:00pm start time and allow 30 working days for the processing of attendance verification certificates.

Monterey Branch Chapter Workshop and Networking Social

THURSDAY, AUGUST 19

Location: Peachwood's Steakhouse
555 Highway 17, Santa Cruz

Directions: 831/426-6333

Parking: Complimentary

Registration: 2:45pm

Workshop: 3:00pm – 6:00pm

Social: 6:00pm

Topic: Beat the Clock and Make More Money

Presenter: Karen J. Mann, SRA,
Mann and Associates

Price: AI/NAIFA/ASA Members /Non-Members

Workshop Only:	\$30	\$40
Social & Dinner Only:	\$30	\$40
Workshop/ Social & Dinner:	\$30	\$40

Reservations & Payment: Advanced reservations by Friday, August 13 are required to ensure adequate seating and workshop materials. Cancellations without penalty must be received by 12 noon on Monday, August 16. Cancellations received after 12 noon on Monday, August 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 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: This workshop is intended to provide appraisers with the tools to enable them to accomplish more in less time – thereby increasing their earnings. We will be reviewing the "proven" motivational aspects of organization (the reality and the mental process) as well as the actual tools available for the modern appraisal firm. The transition from the traditional methods of preparing and storing appraisal reports to the streamlined process utilizing modern tools and techniques can be intimidating. This session will provide both the general appraiser and the residential appraiser options
to "beat the clock" or to ▶ *Continued top of next page*

San Joaquin & Stanislaus Counties Update and Forecast Thursday, August 19, 2004

Kindly observe the August 13 registration deadline

Name: _____ Phone _____

Email _____

I am a/an: AI Member (\$30) Non-Member (\$40)

I will attend: Update / Forecast Workshop
 Networking Social

Charge my: VISA MasterCard

Signature _____

Account # _____

Exp Date ____ / ____

AI Use: Rec'd _____ Ck # _____ Amt _____

Bal Due _____ DBM _____ DBE _____

Branch Chapter / Local Meeting Group Events

abandon the "deadline dilemma" most currently face. With the correct mindset and with the proper tools, time will no longer be the enemy. There are a lot of "time management" systems in the marketplace, but they are not necessarily tailored to the needs and the unusual requirements of an appraiser. The goal of this session is to provide the appraiser with adequate information and tools so that he/she can begin "beating the clock" immediately.

☆ **Busting Time Wasters** ☆ **Productivity Concepts & Principles** ☆ **Organization: Where to Begin** ☆ **Gadgets & Gizmos** ☆ **Paper** ☆ **Calendaring** ☆ **Internet** ☆ **Comparing Narrative Report Software for Both Residential & Commercial Appraisers** ☆

Continuing Education Information: Applications for 3 hours of Appraisal Institute, ASA, NAIFA, OREA and SBE CEC are being submitted. Those seeking CEC should arrive by the 3:00pm start time and allow 30 working days for the processing of attendance verification certificates.

Beat the Clock and Make More Money Thursday, August 19, 2004

Kindly observe the August 13 registration deadline

Name: _____ Phone _____

Email _____

I am a/an: AI/NAIFA/ASA Member (\$30)
 Non-Member (\$40)

I will attend: Beat the Clock Workshop
 Networking Social

Charge my: VISA MasterCard

Signature _____

Account # _____

Exp Date ____ / ____

AI Use: Rec'd _____ Ck # _____ Amt _____

Bal Due _____ DBM _____ DBE _____

Summer Wine: Valuation of Vineyards and Wineries - Thursday, August 26, 2004

Kindly observe the August 20 registration deadline

Name: _____ Phone _____

Email _____

I am a/an: AI/ASFMRA/ASA Member (\$35)
 Non-Member (\$45)

I will attend: Vineyard Workshop
 Social & Dinner

Charge my: VISA MasterCard

Signature _____

Account # _____

Exp Date ____ / ____

AI Use: Rec'd _____ Ck # _____ Amt _____

Bal Due _____ DBM _____ DBE _____

North Bay Branch Chapter Workshop, Networking Social & Dinner THURSDAY, AUGUST 26

Location: Vineyard Creek Hotel,
Spa and Conference Center
170 Railroad Street, Santa Rosa

Directions: 707/636-7100 or www.vineyardcreek.com

Parking: Complimentary

Registration: 2:45pm

Workshop: 3:00pm – 5:00pm

Social: 5:00pm

Dinner: 6:00pm

Topic: Valuation of Vineyards and Wineries

Panelists: Mike Fisher, ASA,
Motto Kryla & Fisher LLP
Tony Correia, ARA,
Correia-Xavier, Inc.

Price: AI/ASFMRA/ASA Members Non-Members

Workshop Only: \$35 \$45

Social & Dinner

Only: \$35 \$45

**Workshop/
Social & Dinner:** \$35 \$45

Reservations & Payment: Advanced reservations by Friday, August 20 are required to ensure adequate seating and workshop materials. Cancellations without penalty must be received by 12 noon on Monday, August 23, 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 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: How has the "grape glut" impacted vineyard and winery values in the premium north coast markets? Who is, or isn't buying vineyards and wineries these days? How significant are regional differences, or appellations, in these markets? Can the appellation be valued separately from land and if so, what impact does this have on purchase price allocation for income tax purposes? How can we appraise the real property value of vineyards and wineries? How can the winery business be valued? How can the business value be allocated between tangible and intangible assets? When does a winery become a business? How should we deal with grape contracts? These and other questions will be analyzed in this session covering the premium vineyard and winery markets in the North Coast. Our experienced valuation experts will offer their insight into current conditions and trends in this major business in the North Coast, and will explore proper methods of valuing these interesting and unique assets. Topics covered will be the global and local wine markets, supply and demand, wine and grape price trends, the extended value of the wine business in the North Coast, and current levels of market activity in both vineyards and wineries. This session is essential for appraisers, real estate professionals, personal property and business valuers whose businesses includes these important areas and who want to get the latest perspective as to how to properly approach valuations in these markets.

Continuing Education Information: Approved for 2 hours of Appraisal Institute CEC; applications for 2 hours of ASFMRA, ASA, OREA and SBE CEC are being submitted. Those seeking CEC should arrive by the 3:00pm start time and allow 30 working days for the processing of attendance verification certificates.

Course 320 – General Applications

**August 26-28 and
August 30-September 1**

Join John Urubek, MAI, and Joe Magdziarz, MAI, SRA, at the University of Phoenix, Livermore Campus, late this summer when they present Course 320: General Applications. This course uses numerous discussions, lectures, demonstrations, and practice problems to give participants an opportunity to review and apply the appraisal methods and integrates and expands the techniques and procedures presented in Course 110, Course 120, and Course 310. Through an in-depth presentation of the major analytical steps of the valuation process, participants learn the important issues to address when developing a value opinion. The course also helps participants identify their strengths and weaknesses relative to appraisal theory.

Topics include

- Valuation process
- Conduct highest and best use analysis and support
- Rights in real property
- Land description and analysis
- Improvement description and analysis
- Land or site valuation
- Cost approach
- Building cost estimates
- Depreciation
- Sales comparison approach
- Income capitalization approach

For information on the specific topics that this course is approved for by OREA for basic education or continuing education credit please visit <http://www.orea.ca.gov/html/PCSearch.shtml>. Registration can be found at <http://www.norcal-ai.org/event.html>

**General Comp Exam
August 23-24
Hilton Hotel
Oakland**

Education



Upcoming Educational Offerings

- Course 110: Appraisal Principles Aug 18-20 and 23-25**
Instructor: Dawn Molitor, SRA
Location: University of Phoenix, Novato
- Course 320: General Applications Aug 26-28 and Aug 30 – Sept 1**
Instructors: John Urubek, MAI, and Joe Magdziarz, MAI, SRA
Location: University of Phoenix, Livermore
- Course 120: Appraisal Procedures September TBA**
Instructor: TBA
Location: North Bay
- Scope of Work September 17**
Instructor: Stephanie Coleman, MAI, SRA
Location: Hyatt, San Jose
- State of the Profession Workshop September 23**
Instructor: Panelists
Location: Sheraton Four Points, Pleasanton
- The Art/Science of RE Feasibility Seminar September 24**
Instructor: Mike Robbins, PhD, CRE
Location: Carr America Conference Center, Pleasanton
- Diminution: Estimating Loss in Value Seminar TBA**
Instructor: Richard M. Betts, MAI, SRA
Location: East Bay
- Course 400: National USPAP – 7 Hour Update October 7**
Instructor: Stephanie Coleman, MAI, SRA
Location: TBA
- Course 420: Business Practices and Ethics October 8**
Instructor: Stephanie Coleman, MAI, SRA
Location: TBA
- 2004 Annual Fall Conference October 22**
Instructor: Panelists
Location: San Francisco Hilton, San Francisco
- Course 700: The Appraiser as Expert Witness November 4-5**
Instructors: Rocky Shiplett, MAI and Steve Matonis, MAI
Location: San Jose Hyatt, San Jose
- Appraising the Tough Ones November 12**
Instructor: Dawn Molitor, SRA
Location: South Bay

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: ❶ visit our website at www.norcal-ai.org; ❷ call us at 925/932-7753; or, ❸ 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.

Agenda for Associates

A Special Program for Associates: Mock Experience Review

This fall the Northern California Chapter's Associates' Guidance Committee will be presenting a special workshop on tips to help you prepare for your experience review. This 2-hour workshop will take place on Thursday, September 23 at the Sheraton Four Points in Pleasanton. Details in next month's *Appraisal News*.

Attention All Members: Keep Us Posted

If you have recently moved, received a new phone, fax or e-mail, please submit your updated information in writing to the Chapter Office. Your assistance in helping us keep your mailing and phone information up-to-date is greatly appreciated, plus it allows us to help others get in touch with you. When making an address change, please indicate if the update represents your business or home address and whether it is your preferred mailing address.

Do you know that you can update your address information with the National Office online? Simply visit the Members Only section at www.appraisalinstitute.org.

Associate on The Move

Judson Cline

Cushman & Wakefield
of California, Inc.
3017 Douglas Boulevard,
Third Floor
Roseville, CA 95661
916/797-7317 FAX 916/244-0386
judson_cline@cushwake.com

Who Are You Going to Call?

Need help understanding the requirements for designation or a little nudge to get your demo started? Confused about all of the changes that have occurred since you became an associate member? Fear no more! Contact the following committee chairs for assistance:

Membership Development & Retention

Steve Castellanos, MAI, SRA
209/929-1441 FAX 209/929-1394
scastellanos@bankofstockton.com

Associates' Guidance — General

Anthony Mills, MAI, SRA
707/765-6246 FAX 707/765-9634
acmills1@msn.com

Associates' Guidance — Residential

Chris Daniel, SRA
831/624-6142 FAX 831/624-6148
ctdaniel@sbcglobal.net

Experience Review - General

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

Experience Review — Residential

Michael Dambacher, SRA
209/532-8833 FAX 209/532-8634
mikedambacher@sbcglobal.net

In addition, feel free to contact the Member Services Department at the National Office. The professionals who staff this department, are experts in helping to determine your needs and can help put you on the path toward designation.

Comprehensive Exam

Carrie Vann
312/335-4189
cvann@appraisalinstitute.org

Katie Powell
312/335-4187
kpowell@appraisalinstitute.org

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Experience Review

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Status/Demo Reports

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Margaret Latimore
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mlatimore@appraisalinstitute.org

The Art / Science of Real Estate Feasibility Analysis Seminar

Carr America Conference Center, Pleasanton
Instructor & Developer: Mike Robbins, PhD, CRE
Friday, September 24

Real estate is the ultimate spatial commodity, and as such, it is not only extremely susceptible to change occurring on surrounding parcels, but importantly, upon parcels located within its primary market sector.

Feasibility tools now provide the opportunity to examine, monitor, and forecast economic change in a spatial context.

The explosive growth of analytical tools and integrated data sets is reshaping the landscape of real estate analysis. The attendee will develop a

more comprehensive understanding of the strategic value of location, and how systematic data analysis can help companies gain a competitive edge.

This is not a "how to" program, nor is it a "sell you something" program. The focus of the program is a concentrated examination of how integrated technology tools and data are becoming utilized to support improved real estate decision-making by directly addressing the spatial nature of each and every real estate decision.

Looking Ahead

- Aug 18-20 & Aug 23-25
Course 110: Principles
— Novato
- Aug 19 Workshop / Social
— Modesto
- Aug 19 Workshop / Social
— Santa Cruz
- Aug 26 Workshop/Social/Dinner
— Santa Rosa
- Aug 26-28 & Aug 30-Sep 1
Course 320:
Gen Applications
— Livermore
- Sep 17 Scope of Work
— San Jose
- Sep 23 Workshop / Networking
— Pleasanton
- Sep 23 Mock Experience
Review
— Pleasanton
- Sep 24 Feasibility Seminar
— Pleasanton

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Library Hours by Appointment

Appraisers Wanted

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. State License required. Minimum three years experience. MAI or actively seeking designation. Contact: Jeffrey Fillmore, MAI at 1062 Willow Street, San Jose, CA 95125, 408/299-0444, FAX 408/299-0449, e-mail your qualifications to: jfillmore@fillmoregroup.com.

Commercial Real Estate Appraisal Position Available. National appraisal firm located in Walnut Creek seeks experienced commercial appraisers to appraise institutional grade properties. Applicants should have at least two years of commercial appraisal experience. Must have a good understanding of discounted cash flow analysis and experience with Argus software. Competitive fee splits and benefits offered. Fax your resume to Diane F. Nowak, MAI, Joseph J. Blake and Associates at 925/974-0338 or email me at dnowak@blakeglobal.com.

Appraisers Available

Researcher - 25 years Bay Area experience with excellent references - per project or part-time basis. Hourly-rate negotiable. Call 925/957-1632 or FAX 925/957-0738.

Review Appraiser - Certified Residential Appraiser with 20 years Bay Area experience. Fees negotiable. Email moonlow004@aol.com.

Classified Guidelines & Deadlines

The newsletter submission deadline is noon on the 5th of the preceding month. All submissions for the October 2004 issue must be received by noon on September 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

Feasibility, from page 9

The program will follow a case study format and will focus on income producing real estate. The program will illustrate how land use allocation techniques (Building Envelope Specifications), Cost vs. Income GAP determination (Front Door - Back Door Analysis), GAP Closure Assessment (testing of critical assumptions about the future), and systematic Discounted Cash Flow Analysis (Solvency, Minimum Yield, Profit Maximization, and Inflation Adjustment) can be organized into an analytical process.

The seminar is designed to meet the needs of the intermediate to experienced individuals practicing as, developers; appraisers; or service providers, such as in the fields of feasibility, and market analysis. Corporate and public sector managers of real estate portfolios and other professionals responsible for making and/or advising on real estate decisions will benefit from this seminar.

This seminar is being submitted for 7-hours of Appraisal Institute, OREA and SBE CEC. Tuition is \$165 for Appraisal Institute Members and \$195 for Nonmembers. For additional details and registration information on this offering please visit <http://www.norcal-ai.org/event.html>.

MORE News From National Governance Restructure Plan Moves Forward

The Governance Plan adopted by the Board of Directors in Toronto calls for having a 26-member Board, including two representatives from each region.

After debate the Board voted overwhelming in support of the plan submitted by the Governance Restructure Project Team. The plan as adopted in Toronto is now posted in the members' only section of <http://www.appraisalinstitute.org/>, along with a summary of changes to the plan made in Toronto. The next step in implementing the plan is drafting required Bylaws and Regulation changes (60-day notice) for consideration and approval by the Board in November 2004. Under this timetable, implementation would begin in 2005. The plan does not immediately affect chapter governance structure.