



Appraisal News

Northern California Chapter of the Appraisal Institute

The End of A Century And a Presidency



Dawn Molitor, SRA

The 20th Century is about to end, as is my Presidency of the Northern California Chapter of the Appraisal Institute. I am most privileged to be the last President of this time clock, and to have been the first President of the newly merged Northern California Chapter. The experience has been the most rewarding, overwhelming, exhilarating, exhausting, and incredible of my professional career, and I sincerely thank the membership for the opportunity to have served.

The year began with a merger of four Chapters, and will end with the Central California Chapter joining with us in 2000. I am very proud to see this accomplishment during my Presidency, and sincerely thank Tim Simon, MAI, Mitch Dunshee, MAI, Scott Rurik, MAI and Dave Hamilton, MAI for their efforts in providing the Central California membership an open forum to discuss the issues. The Northern California Chapter welcomes your membership in 2000!

Overall, most of my goals for the new Chapter have achieved a successful start and will continue to develop and prosper in 2000. My initial aspiration was to begin creating opportunities to bring our newly formed membership together, start taking advantage of the economies of scale our numbers provide us, concentrate on various levels of membership and retention, and keep you informed on the issues and events transforming our profession and organization.

In 1999, our new membership mingled and intertwined beautifully in forming the body of the Northern California Chapter. By year-end, all six Subchapters will have provided at minimum, a professional meeting to their local membership, and all will begin the year with a Chair and Vice Chair including the Central CA Subchapter — this is an awesome accomplishment! Those who volunteered in 1999 to lead their local

See "President," page 5

49th Annual Fall Conference Breaks All Records

Though all the evaluations have yet to be tallied, all indications are that this year's Annual Fall Conference was a huge success. William "Dr. Bill" Rayburn, MAI, SRA, got all 570+ attendees ready for a "fantastic" day of education and networking. The twelve breakout sessions were both timely and topical. Special thanks are extended to this year's Fall Conference Committee under the leadership of Jan Woolsey, MAI, 1999 Fall Conference Chair:

- Richard Betts, MAI, SRA
- Lanning Bryant, MAI
- Claudia B. Carleton
- Charmaine Cheuk
- Sally Fraser, MAI
- Norm Hulberg, MAI
- Stephen LeGardeur, MAI
- Nedra Millwood
- Dawn Molitor, SRA
- Stan Tish, MAI
- Margaret Flaharty, SRA
- Ann O'Rourke, SRPA, SRA
- Kurt Reitman, MAI

In addition, appreciation is extended to members of the Board and Subchapter Leadership who served as Moderator Assistants on the day of the conference:

- Tony Brigantino, MAI
- Roland Burchard, MAI
- Eric Griffin, MAI
- Bill Range Janis Lassner, SRA
- Craig Owyang, MAI
- Wayne Prescott, MAI
- Lou Marcus, SRA
- Bruce Osterhout, SRPA, SRA
- Dawn Molitor, SRA
- Greg Stephens.

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Subchapters Offer Leadership Opportunities

2000 Subchapter Leadership will be nominated and elected at all November Subchapter Meetings. Service at the Subchapter level is a great way to get involved in your local geographic appraisal community. If you are interested in volunteering in a leadership capacity, contact the current Subchapter Chair or Vice Chair. Self-nominations are encouraged. Not quite ready to assume the Chair or Vice Chair position? A spot on the Advisory Board might be the perfect spot for you! See page 2-3 for a list of upcoming Subchapter meetings.

Subchapter Meeting Info

Subchapter Leadership Elections and a Special Associates' Guidance Program will be held at all November Subchapter Meetings. Please observe registration deadlines.

Golden Gate/West Subchapter

Wednesday, November 10

Location: The Arc
1500 Howard Street (at 11th)
South of Market, San Francisco

Associates' Guidance: 11:00am

Lunch: 12:00pm

Lunch Topic: *Let's Get Reacquainted*

Price: AI Members Non-Members

Lunch: \$ 15 \$ 20

Reservations & Payment

Advanced reservations are required to ensure adequate seating. Simply fax a completed copy of the address portion of this newsletter to the Chapter Office at 415/398-4259 by Friday, November 5. Please indicate the names of any guests that you might be bringing. Cancellations without penalty must be received by noon on Friday, November 5. Cancellations received after noon on November 5, 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. Payment will be collected at the door.

About the Lunch Topic

This month's meeting will focus on reorganizing the Golden Gate/West Subchapter. For more information contact Joe Napoliello at 415/986-3454.

Local PR Opportunity: Volunteers Needed

November 15-18, the Northern California Chapter will be exhibiting at the 97th Annual California Assessors' Association Conference in San Jose. 150-200 individuals are expected to attend the conference which has invited San Jose Mayor Ron Gonzales, US Senator Dianne Feinstein, California State Controller Kathleen Connell and Governor Gray Davis to serve as speakers. One lucky volunteer will receive a complementary conference registration.

We are looking for Designated, Associate and Affiliate members to work our Appraisal Institute booth. Volunteer shifts will be set up so that no one has to stay at the booth all day. Contact the Chapter Office at 415/398-2876 or Lisa@NorCal-AI.org if you are available to assist with this public relations opportunity.

Call Me!

Periodically the Chapter Office could use an extra set of hands in preparation for the many educational events that it sponsors. If have a few hours that you would be willing to come into the Chapter Office to provide assistance on an "as needed" basis, please contact Lisa Estes at 415/398-2876 or Lisa@NorCal-AI.org.

This is a great way to contribute to the Chapter without committing to a yearlong committee placement.

East Bay Subchapter

Thursday, November 11

Location: California Café
1540 N. California Blvd., Walnut Creek

Parking: Valet or municipal garage next door

Associates' Guidance: 11:30 a.m.

Lunch: Noon

Lunch Topic: *Trends in Residential Development*

Presenter: Tony Hurt, Anthony Hurt & Associates

Workshop: 1 p.m.

Topic: *FHA Appraising Today*

Presenters: Panel of local FHA appraisers

Price: AI Members Non-Members

Workshop only: \$ 25 \$ 30

Lunch only: \$ 25 \$ 30

Both: \$ 25 \$ 30

Reservations & Payment

Advanced reservations are required to ensure adequate seating and workshop materials. Simply fax a completed copy of the address portion of this newsletter to the Chapter Office at 415/398-4259 by Monday, November 8. Please indicate the names of any guests that you might be bringing. Cancellations without penalty must be received by noon on Monday, November 8. Cancellations received after noon on November 8, 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. Lunch guests will have a choice of chicken, beef or pasta. Payment will be collected at the door. We reserve the right to substitute speakers under circumstances beyond our control.

About the Lunch Topic

Tony Hurt has performed market research & feasibility studies since 1982 and will talk about "Trends in Residential Development."

About the Workshop Topic

A panel of local FHA appraisers will present a 2-hour workshop on FHA Appraising Today. They will cover the following issues: What's changed and what's the same? Should you do FHA appraisals? What's your liability? How much longer does it take to do an FHA appraisal now? Applications for 2-hours of AI, OREA and SBE CEC are being submitted. Attendees seeking CE must arrive by the 1:00pm start time. Partial credit is not available.

Get Connected

Do you ever want to reach a large number of appraisers all at once? Perhaps you are looking for a comprable or have a question about appraisal software but don't want to make a number of phone calls. We have a solution for you! The Chapter has a group e-mail that allows only members of the Northern California Chapter to exchange information at the click of a button. If you would like to get connected, send an e-mail to Lisa@NorCal-AI.org.

Members in The News

Special thanks to the following members who served as part of the October Experience Review panel: **Ken Matlin, MAI (Chair), Wayne Prescott, MAI, Jeff Enright, MAI, John Piini, MAI, and David Hardy, MAI.** These dedicated members are responsible for helping our associate members on the path toward designation!



North Bay Subchapter

Thursday, November 11

Location: Kendall-Jackson Wine Center
5007 Fulton Road, Santa Rosa

Directions: 707/571-7500
West of Hwy 101 (*River Road/Fulton exit*)

Associates' Guidance: 11:00am

Lunch: 12:00pm

Lunch Topic: *Vineyard Real Estate and Vertical Integration in the Wine Business*

Presenter: **Tony Korman**, Director of Real Estate for Kendall-Jackson Winery

Open Forum: *How Can the Appraisal Institute Help Us in Our Business?*

Price: AI Members Non-Members

Workshop only: \$ 33 \$ 38

Lunch only: \$ 33 \$ 38

Both: \$ 33 \$ 38

Reservations & Payment

Advanced reservations are required to ensure adequate seating. Simply fax a completed copy of the address portion of this newsletter to the Chapter Office at 415/398-4259 by Friday, November 5. Please indicate the names of any guests that you might be bringing. Cancellations without penalty must be received by noon on Monday, November 5. Cancellations received after noon on November 5, and "no-shows" will be charged unless we are able to re-sell your reservation. Walk-ins on the day of the meeting will not be admitted due to catering restraints. Payment will be collected at the door. We reserve the right to substitute speakers under circumstances beyond our control.

About the Lunch Topic

Our featured lunch speaker Tony Korman will discuss vineyard real estate and vertical integration in the wine business. His presentation will include recent price trends for vineyards and potential grape land, methods used to determine grape potential, pioneering in areas unproven for grapes, pros and cons of ownership of vineyards, the outlook for vineyard expansion in the state and the impact of new regulations on planting and hopefully how the winery decides what price to pay for land.

Jess Jackson has offered the Wine Center for this meeting which is usually restricted to charitable events. Therefore, a donation will be made to the Redwood Empire Food Bank.

Open Forum

Following Tony's presentation you will have an opportunity to share your views and questions with a group of your peers. Chapter leadership will be present to answer your questions and take your input back to the policy-makers.

Members On the Move

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Barbara Robinson, SRA

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630 Tandy Court
Chico, CA 95973
530/879-9207 FAX 530/879-9204

Silicon Valley Subchapter

Tuesday, November 16

Location: Silicon Valley Capital Club
50 West San Fernando Street, 17th Floor
San Jose

Parking: The Pavilion/Second Street Lot

Directions: 408/971-9300

Associates' Guidance: 10:30am - 11:30am

Lunch: 11:30am

Lunch Topic: *Silicon Valley Residential Real Estate Market*

Presenters: **Keith Fichtner**
Greystone Development

Workshop: 1:00pm

Topic: *State of the Silicon Valley Residential Real Estate Market*

Presenters: **Keith Fichtner**, Greystone Development

Paul Desmet, The Ryness Company

Jeff Bernett, Alain Pinel Realtors & Chair, RE InfoLink

Patricia Anderson, Coldwell Banker/
Cornish & Carey

Price: AI Members Non-Members

Workshop only: \$ 30 \$ 35

Lunch only: \$ 30 \$ 35

Both: \$ 30 \$ 35

Reservations & Payment

Advanced reservations are required to ensure adequate seating and workshop materials. Simply fax a completed copy of the address portion of this newsletter to the Chapter Office at 415/398-4259 by Thursday, November 11. Please indicate the names of any guests that you might be bringing. Cancellations without penalty must be received by noon on Thursday, November 11. Cancellations received after noon on November 11, 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. Payment will be collected at the door. We reserve the right to substitute speakers under circumstances beyond our control.

About the Lunch Topic

Following the commercial perspective of the August luncheon, this meeting will focus on the residential real estate market in the Silicon Valley. The luncheon speaker will be Keith Fichtner of Greystone Development, who will share some of his insights into land selection and acquisition, as well as project development and pricing.

About the Workshop Topic

Our 2-hour workshop panel will focus on the state of the residential real estate market in Silicon Valley. Panelists include Keith Fichtner, Greystone Development, Paul Desmet, The Ryness Company, Jeff Barnett, Alain Pinel Realtors, and Patricia Anderson, Coldwell Banker/Cornish & Carey. Applications for 2-hours of OREA, AI and SBE CEC will be submitted. Attendees seeking CE must arrive by the 1:00pm start time. Partial credit is not available.

Monterey Bay Subchapter

Wednesday, November 17

Location: Bay Park Hotel, Monterey

Parking: Ample and free

Directions: Heading south on Hwy 1 toward Carmel, take the 2nd Munras exit (200 yards past the 1st Munras exit), take an immediate sharp right into the driveway of the Bay Park Hotel.

Workshop: 4:30pm - 6:30pm

Topic: *2000 and Still Appraising*

Panelists: **W. Jack Kidder, MAI**, Berliner & Kidder
Ronald S. Zeller, MAI, RM,
Zeller Appraisal Services
Hallie Neuwirth, Chief Appraiser,
Monterey Bay Bank

Social: 6:30pm

Associates' Guidance: 6:30pm

Dinner: 7:15pm

Topic: *The Appraisal Institute in
the 21st Century*

Presenter: **Dawn Molitor, SRA**, Chapter President

Price: AI Members Non-Members

Workshop Only: \$ 35 \$ 40

Dinner Only: \$ 35 \$ 40

Both: \$ 35 \$ 40

Reservations & Payment

Advanced reservations are required to ensure adequate seating and workshop materials. Simply fax a completed copy of the address portion of this newsletter to the Chapter Office at 415/398-4259 by Friday, November 12. Please indicate the names of any guests that you might be bringing. Cancellations without penalty must be received by noon on Friday, November 12. Cancellations received after noon on November 12, 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. Attendees staying for the dinner will have a choice of Prime Rib or Salmon. Please indicate your meal selection on your reservation form prior to faxing it to the Chapter Office. Payment will be collected at the door. We reserve the right to substitute speakers under circumstances beyond our control.

About the Workshop

We faced down the early 1990s and business is busier than ever. However, today's appraisal world is impacted by unprecedented pressures of time, fees, competition and liability. Residential and commercial appraisers have daily issues of specialization vs. diversification, seeking quality clients, deadlines, and a whole lot of work at fees not always commensurate. As appraisers, we are an independent bunch, not always aware of how our peers are dealing with the same problems. This workshop is a chance to come together and discuss the problems we face and the solutions we have worked out.

Our panelists are uniquely qualified to field your questions and share their thoughts. **Jack Kidder, MAI**, an officer emeritus of the Appraisal Institute, received his MAI in 1972. Jack specializes in valuation for litigation, estate and ad valorem tax, and arbitration for a broad spectrum of property and property rights. **Ronald Zeller, MAI, RM**, has been appraising for 17 years, and has built a specialized practice appraising residential, rural and commercial properties for legal, governmental, consulting, estate and lender clients. **Hallie Neuwirth**, has been appraising for 20 years. She

Continued top of next column

was a Senior Appraiser with San Francisco Federal S&L for 13 years, and is now Chief Appraiser for Monterey Bank in Watsonville.

Bring your colleagues, problems, issues and solutions and prepare for a lively 2-hour program! All workshop attendees are encouraged to stay for the workshop and dinner immediately following the workshop. Applications for 2-hours of AI, OREA and SBE CEC will be submitted. Attendees seeking CE must arrive by the 4:30pm start time. Partial credit is not available.

Agenda for Associate Members

Last Call for a "Free" Lunch or Dinner for NorCal Associate Members

Who says there is no such thing as a free lunch (or dinner)? NorCal Associate Members who attend one of the November Subchapter Meetings, will not only receive a free lunch (or dinner), but also useful information and advice on completing designation requirements.

Members of the Membership Retention, Experience Review and Associates' Guidance Committees are prepared to handout your associate status report (what you still need to do in order to become designated) as well answer your questions and provide support to help you over the hurdles that are keeping you from receiving your SRA or MAI. And, since there is no charge, there is no way that you cannot afford to attend. [Admittance to the November Subchapter workshops is free for NorCal Associates, too!]

Mark your calendar now to attend the Subchapter in your geographic area:

November 10 Golden Gate/West, San Francisco
November 11 East Bay, Walnut Creek
November 11 North Bay, Santa Rosa
November 16 Silicon Valley, San Jose
November 17 Monterey Bay, Monterey

See page 2 for more details and registration information.

Comprehensive Appraisal Workshop Comes To Northern California

The clock is ticking and many General Associates are scrambling to meet December 2000 deadlines to obtain the MAI designation. If you are one of these associates, be sure to save February 10-13 to attend Ted Whitmer's Comprehensive Appraisal Workshop. Whitmer has changed the format slightly so it is now a 3-1/2 day offering which allows time for travel and instruction on both the 10th and the 13th.

However, this new format requires work to be done before the student comes to the workshop. The Northern California offering will be held at the Learning Exchange in Sacramento. Materials will be sent prior to the first day of instruction. For registration information contact the Comprehensive Appraisal Workshop at 409/764-2667 or: tedwhitmer@earthlink.net.

President, from page 1

Subchapter's deserve recognition and appreciation by the membership, many thanks go to the following:

EAST BAY: Ann O'Rourke, SRPA, SRA and Bruce Hahn, SRA

SILICON VALLEY: Greg Stephens and William Range

MONTEREY BAY: Ron Zeller, MAI

SIERRA: Steve Castellanos, MAI, SRA and John Hillas, SRA

SAN FRANCISCO: Joe Napoliello and Lori Horn, SRA

NORTH BAY: Dusty Rhodes, MAI and Siobhan Semple Stoddard, MAI

The Chapter is professionally maintained by our Executive Director and staff, better known to us as Lisa Estes and Jenny Greene. We are sincerely blessed with extraordinary employees, whose dedication to this organization is overwhelming and honorable. When you need anything they are who you think of, who you call, and who represent our Chapter with such high integrity. I (we) can not thank them enough for the effort they exert upon us, the pleasant demeanor they maintain with us, and the high quality of work they produce for us. These two individuals keep all the wheels turning, day in and day out, so the Board, Committees, Regional Reps, and events like the Fall Conference, Courses, and Seminars all function professionally and with seamless effort. Most selfishly, thank you both from the bottom of my heart for making my Presidency a sheer pleasure!

In addition, I'd like to personally thank Don Kinkead, whose name is known to few but whose work is seen and appreciated by all. Don, each month, labors with the Newsletter Committee, Lisa, and the President to organize and creatively format our monthly *Appraisal News* — it was an absolute joy to work with him, for his quality is superb. You can't say we didn't keep you "in the know" with typically 8 page+ newsletters!

I assure you, first hand, that the countless hours our staff exerts to maintain our membership's service level are equalled by the countless hours of volunteer time required to manage the Chapter's affairs. I (we) need to sincerely thank these individuals who run our committees, serve as our regional reps, provide our extensive educational schedule of events, operate guidance and admission functions, and keep an eye on the legislative issues

affecting our profession in Sacramento.

ARRANGEMENTS: Siobhan Semple Stoddard, MAI, and Chris Bell

ASSOCIATES' GUIDANCE –

GENERAL: Jeff Fillmore, MAI

ASSOCIATES' GUIDANCE –

RESIDENTIAL: Bruce Hahn, SRA

EXPERIENCE REVIEW –

GENERAL: Ken Matlin, MAI

EXPERIENCE REVIEW –

RESIDENTIAL: Deena Love, SRA

FALL CONFERENCE: Jan

Woolsey, MAI

MONTEREY BAY SEMINAR: Martha

Renard, SRA, Karen Mann, SRA

COURSES: Susan Burnett, MAI

SEMINARS: Claudia Carleton

WORKSHOPS: Bill Bambas, MAI

EXAMINATIONS: John Merget, MAI

GOVERNMENT RELATIONS:

Bruce Willmette, MAI

NEWSLETTER: Sean O'Reilly, SRA

TECHNOLOGY: Mike Herwood,

SRA, Dale Wyckoff, Bruce

Hahn, SRA

REGIONAL REPRESENTATIVES:

Roland Burchard, MAI, Craig

Owyang, MAI, Karen Mann,

SRA, Neil Lefmann, MAI,

Martha Renard, SRA, Scott

Rurik, MAI, Winnie Farwell,

MAI, Mitch Dunshee, MAI

and Claudia Carleton.

In addition, I would like to recognize the 15 NorCal Members who represent our Chapter and Region at the National Level:

Gary S. DeWeese, MAI

Michael Dunn, MAI

James E. Fleming, MAI

Ronald Garland, MAI, SRA

Arthur E. Gimmy, MAI

Eric P. Griffin, MAI

David P. Hamilton, MAI

John J. Healy, Jr., MAI, SRA

Karen Mann, SRA

Allen C. Meacham, MAI

Craig A. Owyang, MAI

Joe Vella, MAI

Alfred Watts, MAI, SRA

Bruce R. Willmette, MAI

G. Michael Yovino-Young, MAI,

SRA.

This list does not include the many committed members who acted in advisory or committee support roles that dedicated their time and talent to one or more of these volunteer functions. "Thank you" for all your efforts in making 1999 a most productive year! Anyone who would like to volunteer on a committee needs to contact the Chapter Office for details — fun, friends, and accomplishment await you. Don't hesitate to say "yes," it will pay you back three-fold in satisfaction.

From this list, three specific areas deserve noted recognition:

1) A huge "thank you" goes out to my dear friend, Jan Woolsey, MAI, who volunteered to be the Fall Conference Chair. An annual event that this year set another attendance record, was enthusiastically expanded to twelve educational sessions, and provided an incredibly informative day to all attendees! It will be difficult to ever repay her for the efforts expended on this event.

2) The Technology Committee, whose name is rather generic, is responsible for the Chapter's website. Many accolades go out to Mike Herwood, SRA, Dale Wyckoff, and Bruce Hahn, SRA for bringing us into the world of technology including paperless newsletters, information via download, group E-mail, Internet links to the appraisal world beyond, and so much more. The Chapter owes a great debt to these individuals, "thank you".

3) Our two education chairs, Susan Burnett, MAI and Claudia Carleton who combined, provided the membership with 416 hours of CE credit in 1999, a record dared to be broken! So don't delay in signing up for needed education. Programs are selling out and time is speeding by — there is no excuse for not completing your CE credit for license renewal in a timely pace.

A special "thank you" is required for our outgoing Ex-Officios and Board Directors who have served the Chapter with distinction and integrity over many years, through multiple problem-solving issues, and in the face of change: **EX-OFFICIOS** — Tony Brigantino, MAI, Eric Griffin, MAI, John Hillas, SRA, Louis Marcus, SRA, Scott Rurik, MAI, and **BOARD MEMBERS** — Wayne Prescott, MAI, and Bruce Osterhout, SRPA. Your years of knowledge and experience will be truly missed.

I also have a special "thank you" to my Board of Directors for 1999, and specifically my Executive Officers: Roland Burchard, MAI, Craig Owyang, MAI, and Karen Mann, SRA. Your overwhelming support and participation in the newly formed Board was exceptional, sincere, and honorable. Everyone treated each other with respect, admiration, appreciation, and professionalism. We learned and prospered from our diversity, it brought us closer and more in focus of our goals for the Chapter. You all should be proud of what was accomplished as an officer,

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President, from page 5

and I assure the Chapter you are in good hands with this elected leadership in place.

With the Millennium upon us, it has been a sincere privilege serving as your Chapter President in 1999. I look forward to advancing to the Ex-officio role, and as Chair of the Membership & Retention Committee. Our first effort will be to embrace the Associate Members at their November Subchapter meetings, and a full program is slated for February 2000 — check the January newsletter for announcements!

Best wishes to all of you and your families in the coming holidays, and into the Millennium!

Greatness is not found in possessions, powerful positions or prestige. It is discovered in goodness, humility, service and character. — William Ward

Nor-Cal Delegates Sought to Attend Leadership Council Meetings

A new committee has been formed to select a delegation to represent the Northern California Chapter at the 2000 Leadership Advisory Council (LAC) meetings to be held in Washington D.C. on March 20-22. Jan Kleczewski, MAI, who has attended the three-day symposium the past two years, is chairing the committee.

Last year's LAC meetings brought together 90 members from all 10 regions, 28 states and Puerto Rico for roundtable discussions of contemporary issues in the real estate appraisal industry. The event includes a lobbying trip to Capital Hill with face-to-face meetings with Representatives and Senators. In keeping with the recent name change from Young Advisory Council, LAC has also evolved into a forum for leadership development.

Talented and motivated members (associate members welcome) who have an interest in attending the 31st annual LAC in March are encouraged to apply. The executive committee voted to provide a portion of funding to each qualified applicant, to sponsor travel expenses for your participation. If you want to apply directly, want to nominate someone, or want to find out more about LAC, please contact Jan Kleczewski at 415/391-6155.

Conference, from page 1

The following early risers were responsible for keeping registration check-in lines to a minimum:

- Mary Gates, MAI
- Gary Fulbright, MAI
- Chris Bell
- Mike McGoldrick SRA
- Margaret Flaharty, SRA
- Mark Ottman
- Fred Watkins, MAI
- Art Lombard, MAI
- Janis Lassner, SRA
- Art Troy
- Marty Benson, MAI.

As you can see it takes a number of dedicated members to host a program of the magnitude of Fall Conference. Please be sure to extend your personal appreciation to these members the next time your paths cross.

Gratitude is also extended to Emily Bernardis, Executive Director of the Sacramento-Sierra Chapter who agreed to travel to the Bay Area and provide her time and talents when our last minute registration numbers climbed well above 500!

During the coming year if your need for appraisal related services and products change, we hope that you will contact the following Exhibitors and Career Fair participants who supported this year's conference:

- Axcion/DataQuick
- Bradford Technologies
- CMDC
- COMPS.COM Inc.
- Curtis-Rosenthal, LLC
- eNeighborhoods, Inc.
- FNC. Inc.
- Felde Publications & Programs
- Hulberg & Associates
- Marshall & Swift
- OREA
- Polaroid Digital Solutions
- Transamerica Intellitech
- Washington Mutual Bank
- First American RE Solutions
- Liability Insurance Administrators

Lastly, thank you for attending and sharing your comments and suggestions for next year's 50th Annual Fall Conference which will be held on Tuesday, October 10 at the San Francisco Marriott. Our 2000 Chair, Kurt Reitman, MAI, is already working on the anniversary program and looks forward to hearing your suggestions, reitman@slip.net.



A Website for Associate Members

Have you heard? A web site has been created to aid associate members seeking their designations! It was designed as a networking tool and a means of communication for associate members who can assist each other in their designation pursuit.

What is this All About? Everyone is encouraged to visit the site and contribute helpful facts by posting them to the message board. Useful information might include job opportunities or the latest technology applications.

Interested in Joining the Associate Member's Club (it's free)?

1)Point your browser to the URL address: <http://clubs.yahoo.com/clubs/aiassociatemembersclub>.

2)If you are not a Yahoo member, you must first log-in. There is no charge for this service and it does not alter any existing Internet service that you may currently have. The log-in process allows each user to create a screen ID and password. Creating a user profile is optional.

3)After completing the registration form, a confirmation will be sent to you via e-mail.

4)Begin using the Associate Member's Message Board.

This site was initiated by Steve Belding who is a member of the Technology Outreach Subcommittee and a general associate member. Steve's e-mail address is StevieTB@worldnet.att.net. The Appraisal Institute staff contact is Anna Vogt who can be reached at:

avogt@appraisalinstitute.org.

Happy messaging!

Surfin' On the Net

NORTHERN CALIFORNIA CHAPTER OF AI

<http://www.NorCal-AI.org>

APPRAISAL INSTITUTE (CHICAGO)

<http://www.appraisalinstitute.org>

THE APPRAISAL FOUNDATION

<http://www.appraisalfoundation.org>

FANNIE MAE

<http://www.FannieMae.com>

OFFICE OF REAL ESTATE APPRAISERS

<http://www.orea.ca.gov>

<http://www.orea.cahwnet.gov>

DEPARTMENT OF HOUSING & URBAN

DEVELOPMENT (HUD)

<http://hud.gov>

THE APPRAISAL SUBCOMMITTEE

<http://www.asc.gov>

If you have located an informative site for appraisal information, please notify the Chapter Office so we can expand this growing list of on-line information sources.


On-Line Appraisal™ To be Offered to Bay Area Appraisers

The On-Line Appraisal or OLA.com Presentation and Workshop will be offered to members of the Northern California Chapter of the Appraisal Institute between November 14th and 17th in Modesto, San Jose, Berkeley and one more location. The On-Line Appraisal™ is an exclusive program available only to AI members which allows appraisers to enter the real estate transaction market and offer greatly expanded services to real estate sellers and buyers.

The On-Line Appraisal™ is an appraisal made for a seller of real property and published on the Internet. The seller receives a unique Internet address: ola.com/1234567, the seven-digit number being a unique identifier, typically the sellers' phone number. This allows potential purchasers to access the appraisal and its information via the Internet, an efficient and cost effective method. As more purchasers demand high-quality analysis and information, the On-Line Appraisal™ will be the information vehicle of choice for savvy real estate consumers.

The 30-minute OLA Presentation is free and provide information on the program, how to provide the service and its benefits for participating appraisers. Appraisal Institute member appraisers attending the presentation will learn how the OLA will significantly increase appraisal fee income, provide marketing opportunities for their lender clients, gain expanded business relationships with other service providers and help them become a better, more accurate appraiser.

Following the 30-minute presentation, a workshop of three to four hours will be held where, after payment of the \$750 annual OLA license fee, appraisers will be provided with all materials necessary to begin providing the service immediately. The license fee includes instructions on accessing the ola.com server, a free internet site for you or your company linked off the ola.com server, marketing and support materials, and the ability to access ground floor opportunities that future licensees will not have available. There is no new software to learn, you can use your existing appraisal forms, and Internet service providers. Appraisers providing the OLA service will have a definite competitive advantage over appraisers who cannot or do not provide the service. This opportu-

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A Final Look at 1999 Educational Offerings

Course 510: Advanced Income Capitalization Nov 11-13 & 18-20
 Instructors: Harry Holzhauer, MAI, SRA, and Gary DeWeese, MAI
 Location: Fort Mason Center, San Francisco
 Tuition: \$495 Appraisal Institute Members
 \$595 Non-Members

Federal and State Laws and Regulations
 Instructor: D. Michael Mason, MAI, SRA
 Locations: Doubletree Hotel, Modesto **November 14**
 Clark Kerr Campus, UC Berkeley **November 16**
 Tuition: \$65 Appraisal Institute Members
 \$80 Non-Members

USPAP Update
 Instructor: D. Michael Mason, MAI, SRA
 Locations: Doubletree Hotel, Modesto **November 15**
 Clark Kerr Campus, UC Berkeley **November 17**
 Tuition: \$100 Appraisal Institute Members
 \$125 Non-Members

First Quarter 2000 Course Offerings

Courses 410 & 420: Standards of Professional Practice
Course 110: Appraisal Principles
Course 550: Advanced Applications
Course 710: Condemnation Appraising - Basic
Course 720: Condemnation Appraising - Advanced

Additional Courses Planned for 2000

Course 120: Appraisal Procedures
Course 310: Basic Income Capitalization
Course 510: Advanced Income Capitalization
Course 430: Standards of Professional Practice - Part C
Course 520: Highest and Best Use
Course 700: The Appraiser as an Expert Witness

To receive advanced notification of these upcoming course offerings, contact the Chapter Office at 415/398-2876.

We reserve the right to cancel or substitute dates, locations and/or instructors as necessary. Interested attendees are encouraged to register at least 37 days prior to the offering to help avoid possible cancellation.

nity will only come around once. This is your chance to diversify your client base and to significantly increase your appraisal fee income.

The Internet has completely revolutionized the real estate business. The On-Line Appraisal™ allows appraisers to participate in this revolution and not

only enter the untapped transaction market but to emerge as the major professional information vendor in this new real estate economy.

For presentation and workshop information, contact the Chapter office at 415/398-2876.

— Don Moore

Installation 2000 Celebration Plans Set

Will you be ready to celebrate once we get past the Y2K scare? If so, we have put together all the makings for a fabulous Installation Celebration on Saturday, January 22. The extravaganza will be held at the beautiful Crow Canyon Country Club. The evening will be filled with music (by DJ Dave Snitcker), great food & spirits, plus the company of new and old acquaintances. Plan to show your support for 2000 President Roland Burchard, MAI, and all of the 2000 Leadership Team. National Appraisal Institute President-Elect Brian Glanville, MAI, will be in attendance to officiate. It won't be a celebration without you!

Looking Ahead

- Nov 3 Sierra Subchapter Mtg
— Modesto
- Nov 6 Regional Mtg
— Seattle
- Nov 10 GG/West Subchapter Mtg
— San Francisco
- Nov 11 East Bay Subchapter Mtg
— Walnut Creek
- Nov 11 North Bay
Subchapter Mtg
— Santa Rosa
- Nov 11-13 & Nov 18-20 Course 510
— SF
- Nov 14 Fed & State Laws
— Modesto
- Nov 15 USPAP Update
— Modesto
- Nov 16 Fed & State Laws
— Berkeley
- Nov 16 Silicon Valley Mtg
— San Jose
- Nov 17 USPAP Update
— Berkeley
- Nov 17 Monterey Bay
Subchapter Mtg
— Monterey
- Jan 22 Installation Celebration
— Danville
- Jan 27 Board Meeting
— Pleasanton
- Jan 27 HUB Meeting
— Pleasanton

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Appraisers Wanted

The Reitman Group has an opening for a trainee in our Palo Alto office. No previous financial or real estate experience necessary. Excellent verbal and written communication skills a must! Knowledge of Microsoft Word and Excel a plus. If you are interested in becoming an appraiser, and working in a dynamic environment, please fax your resume to 650/843-0744 or call us at 650/843-0740.

Stockton, California. Seeking excellence? Our established appraisal firm seeks an experienced commercial appraiser with good analytical skills. Competitive fee split and a great working/learning environment. Please mail or FAX resume to: The Bramwell-Smith Company, 2025 W. March Lane, Suite 1, Stockton, CA 95207, FAX 209/478-5422 or BramwSmith@aol.com.

Site Acquisition Specialist sought to identify, qualify and lease rooftop, tower and collocation sites. Includes preparing reports, supporting coordination of title orders and title matters, conducting buy/lease analysis and lease negotiations, finalizing lease/purchase documentation, entering information into the site database and preparing property reports and site packages. 2+ years experience in telecom acquisition and thorough knowledge of leasing, zoning, permitting and construction, preferred. Travel required. LLC International offers an outstanding compensation package and benefits. Forward your resume to: LLC International, Inc., 7925 Jones Branch Drive, McLean, VA 22102, FAX 703/873-2995 or HR_Recruit@llc.com. An EOE.

Commercial Appraiser. Applicant should have at least 2+ years of C&I appraisal experience. Current California State certified general license required. Positions in Sacramento and East Bay. Please fax resume, compensation history and references to Hiring Manager, Smith & Associates at 916/567-1149.

Colliers Investment Services Group seeks commercial appraiser for real estate analysis position. Involves underwriting institutional investments for pension fund and REIT properties. Requires 3 years experience and an understanding of real estate finance. Argus software experience preferred. Fax resume to Donn Byrne at 408/247-0918.

Assessment Appeals Board City & County of San Francisco. The Chapter Office has information/applications about the Assessment Appeals Board, or contact the SF Appeals Board directly at 415/554-5184.

Deadlines & Guidelines

The newsletter submission deadline is noon on the 5th of the preceding month. All submissions for the January 2000 issue must be received by noon on December 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.



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Please mark the appropriate boxes below when registering for the November Subchapter Meetings. *Carefully check all that apply.*

I am a: AI Member Non-member NorCal Associate Member

GG/West 11/10: Lunch

East 11/11: Lunch Workshop Chicken Beef Pasta

North 11/11: Lunch

Silicon 11/16: Lunch Workshop

Monterey 11/17: Workshop Dinner Prime Rib Salmon