



PRESIDENT'S MESSAGE

Erik Hanson, MAI

Greetings from the Wisconsin Chapter of the Appraisal Institute. COVID-19 continues to hold its grip on the United States, and especially right here in Wisconsin. Until a vaccine is available, please continue to you use your best judgment to stay safe. But even so, life post-COVID will not be what we have been used to. Many businesses in the retail sector including bars, restaurants, and movie theaters may never open again. According to the Mortgage Bankers Associations, there are still nearly 5.5% of mortgages that are in forbearance. This could mean a wave of residential foreclosures is on the horizon. But despite the grim economic outlook, it stresses even more the need for high quality appraisals to help stakeholders get an accurate picture of the economy.



On the education side, we as a Chapter chose not to hold any in person events after our USPAP offering in January. As education chair I have always been a proponent of in-person courses and seminars. The benefits of the networking with fellow Chapter members cannot be measured. We realize that all our members are required to take CE, but ultimately the safety and comfortability of our members took precedence.

The good news is we are now able to offer seminars virtually. On December 10, 2020, our Chapter will offer the 7-hour seminar "Desktop Appraisals (Bifurcated, Hybrid) and Evaluations". Registration will start at 8:00 a.m. with the class beginning at 8:30 a.m. Of note, each student must have a video camera and audio on their computer and provide their ID to the instructor prior to the start of the class. Either Webex or Zoom platform will be

used for the offering. The instructor will verify photo identification of each student. The instructor will maintain an attendance roster, which includes verifying 100% classroom attendance by taking attendance at four times during the day. I encourage you all to continue to support our Chapter by taking advantage of this virtual offering.

I will be stepping away as Education Chair after our virtual session in December. I'm proud of the many top-notch offerings we were able to offer over the past few years. We were fortunate to have several new instructors come to Milwaukee and present the newest AI offerings. In particular, we focused on offering more residential based courses to better serve our membership. Those offerings allowed us to fund our members' trips to LDAC, regional and national meetings, and keep our Chapter finances headed in a positive direction.

As the year closes so will my year as Chapter President. It has been an honor to serve as a board member for the past several years, and in 2020 as President.

Sincerely,

Erik Hanson, MAI

2020 Wisconsin Chapter President

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2020 OFFICERS & DIRECTORS

President

Erik Hanson, MAI.....(608) 279-1164
La Crosse, WI

Vice President

Cherie Laffin, MAI.....(715) 842-3311
Wausau, WI

Secretary

Leah Dauer Murphy, MAI.....(414) 203-3043
Milwaukee, WI

Treasurer

Jorge Barreiro, SRA.....(262) 228-0087
Waukesha, WI

Past President

Garrett Warner, MAI.....(262) 784-7377
Brookfield, WI

Directors

Andrew Bussen, MAI.....(608) 10-7570
Madison, WI

William Dreyer, SRA.....(262) 784-2988
New Berlin, WI

Michael Esser, SRA.....(262) 24-7408
Milwaukee, WI

Curt Kolell.....(262) 820-6722
Sussex, WI

Robert Quam, MAI.....(414) 732-2880
Milwaukee, WI

Rebecca Masik-Cannady, SRA, AI-RRS.....(414) 540-1100
Milwaukee, WI

Detlef Weiler, MAI.....(920) 544-0264
Green Bay, WI

Chapter Office / Executive Director

Christopher T. Rudity.....(414) 271-6858
 11801 W. Silver Spring Dr. Suite 200.....Fax: (414) 464-0850
 Milwaukee, WI 53225
www.wisai.com

Office Hours:

8:00 a.m. - 5:00 p.m. Monday-Friday

REGIONAL & NATIONAL UPDATES

Appraisal Institute Director Focus –

Byron Miller, SRA, AI-RRS, RAA, MSSE

The focus during my tenure as a national director is on the members. Specifically, adding member benefit. I believe as a director we need to stay in tune with the needs of our members. Without our members there would be no AI. Thus, I plan to always think about whether all board activities provide member benefit, and if they don't question why not. I plan to accomplish this three areas.

The first is transparency. AI is a not-for-profit company. As such, information is publicly available. However, leaders in our organization keep much of the public information hidden under the guise of executive session privilege. We are not the CIA, most of that information should be available to the members if they wish to know. I intend to fight to keep most board meetings in open session, which will provide information and hold me and other board members accountable.

The second is fiscal responsibility. Last year over half our \$20 Million budget was on staff. About one million or 1/20th was spent on legal services. Moreover, about ten percent of that went to the top staff. Our staff works hard on our behalf delivering education and what I feel is the most important function of advocacy in Washington DC. It is important to look at the expenses and make sure the money spent is directly benefiting our members.

The third is through providing tangible benefits to members. Examples are to promote the financial benefits of membership through education and networking, as well as safety. I have found that AI's superior education and networking with domain experts has increased my income as an appraiser. AI surveys support my own experience. Another benefit is through safety. That is, less state enforcement actions through our excellent legal hotline, and education. As a side, I found out through our state regulators that in the last several years they had very few AI member complaints. The financial benefits and safety are also useful to promote AI to perspective members.

Thank you for your confidence in me and I look forward to serving you.

Sincerely,

Byron Miller

SRA, AI-RRS, RAA, MSSE

APPRAISAL INSTITUTE BOARD OF DIRECTORS UPDATE

By *Steve Stiloski, MAI*

As I have recently resided over the final Region III meeting as Chairman, I would like to talk about some of the things that I am proud that the Appraisal Institute's Board of Directors have accomplished over the past four years.

CFMAP

In November of 2016 the AI BOD passed the Chapter Financial Management and Administrative Policy. I was Third Director at the time and could not vote, but I did take heat for that decision. I talked to a lot of unhappy members and told them I thought CFMAP was good for the organization and I would have voted for it. I have supported it ever since and given the clarity it has provided to our finances I am proud of it.

Governance Restructuring

At about the same time the Board passed CFMAP, it was considering restructuring the governance of AI. While I won't get into details about this controversial plan, it has since been put on the back burner in favor of natural contraction. I will say that given the loss in membership this topic will have to be revisited unless we can reverse the trend of membership decline.

Political Advocacy

I have continually supported Bill Garber and his staff in the work they do lobby on our behalf. I voted to hire a PR firm to help Bill shape our message. Even though it has not yet resulted in a concrete win yet, I believe it is money well spent to get our message across.

CEO Replacement

In August of 2017 our CEO resigned and in September of that year a search for a new CEO was announced. At a meeting in Nashville in 2018 we debated the selection of a new CEO and chose Jim Amarin. It was a contentious meeting but we all left accepting the decision and there was not acrimony.

AMS

Over the last several years we appropriated money to install new Association Management Software. Although there were some initial stumbles with the "Find an Appraiser" search function and the website needs an overhaul, the infrastructure needed to be updated and I voted to allocate funds toward this project.

The Future

As Chair of Region III and Chair of the Audit Committee I have been trying to shed some light on the executive compensation issue. We pay the CEO as an employee and the rest of the Executive Committee as independent contractors. If you are curious how much, you can Google "Appraisal Institute 990." Apparently, there is a "Compensation Committee", although the structure of that committee is not in our bylaws. As far as I can tell it has never been formalized by the Board of Directors. The committee is composed of the members of the Executive Committee. I am trying to call attention to the idea that people that work closely together may not be the best people to objectively evaluate each other. My goal is to tie in compensation to not only financial profitability but some metric that measures membership recruitment. This, along with reforming the VP Petition process and the Executive Committee travel policy, has been very busy.

This has been a very interesting few years and I appreciate the support of our Chapter and Region.



Online Education:

Learn at your own pace anytime, anywhere, <https://www.appraisalinstitute.org/education/>
 Top-notch Appraisal Institute courses and seminars come straight to your desktop with online education! Learn from any computer anywhere, whenever you have time. It's easy, convenient and a great way to get the education you want. Check out the current course listing now!

BOARD MEETING MINUTES

August 12, 2020

Erik Hanson called the conference call meeting to order at 4:03 p.m.

Members Present

Conference Call: Erik Hanson, Cherie Laffin, Jorge Barreiro, Leah Murphy, Bill Dreyer, Garrett Warner, Curt Kolell, Ben Wollin, Mike Esser, Andrew Bussen, & Becky Masik.

Staff present included Doug Stango

Approval of minutes from 4/7/20

Motion made to approve, second motion made, and passed with none opposed

Regional Meeting

- a. Voted Craig Steinley as VP for next year.
- b. Region – Regional Financials are in good standing as of the meeting date

Treasurer’s Report

- a. Discussed differences between Education/Dues revenues and offset of LDAC/National meetings move to virtual.
- b. Motion made to approve, second motion made, and passed with none opposed

Education Report

- a. Erik reported that in-person events are cancelled since Covid-19 started and researching what other chapters are doing during COVID
- b. Open discussion to host virtual training and suggested survey of members
- c. Bipartisan proposal – multi-state licensing system – more news on this to come in the future

Statute of Repose Legislation Project Team

Andy relayed how the conference call in June went with Wisconsin Realtor Association. Followed up recently, but no news yet. Will reach out again

Residential Practice Group Team Update

- a. Jorge had nothing new to report on group since first notice to residential group earlier this year
- b. Jorge is continuing to work on draft letter to residential group – encourage membership during challenging times

LDAC Update

- a. Rescheduled to October 2020 and then rescheduled May 2021
- b. Curt, Jorge, and Leah are still planning to attend

New/Old Business

- a. Reviewed Chapter counts of different members
- b. Wisconsin Association of Assessing Officers reached out to do a joint event for the end of the year
 - i. Interested in marketing/participating with them for the event
 - ii. Erick to follow up with their education chair and will report back on further developments

At 4:48 p.m. the meeting adjourned.

WCAI JOB POSTING

STANDARD INFORMATION REQUIRED...

- Company:**
- Location:**
- Position:**
- Job Description:**
- Compensation:**
- Benefits:**
- Required Skills:**
- Required Education:**
- Experience:**
- Contact Information:**

Includes...

- A six month posting on the Chapter Website under Jobs Board
- An ad in the most current Chapter newsletter
- A posting on the Chapter Facebook page
- An email out to the Chapter membership
- Free for AI members. \$300 for non-members
- Contact doug@wamllc.net for inquiries

WCAI JOB POSTINGS

Chudnow Druck Valuation

Location: Wisconsin
Position: Commercial and Residential Appraisers and Trainees
Job Description: Perform appraisals and head up a division in the Dane County Area
Compensation: Base salary with opportunity for growth with performance.
Benefits: Full-time employees receive a generous benefit package that includes medical and 401(k)
Required Skills: Ideally looking for at least a Certified Residential Appraiser with knowledge of the Dane County Area. We will train the right candidate.
Required Education: If a trainee, we require a Bachelor's Degree and at least the first three appraisal courses.
Experience: Ideal candidates are at least a Certified Residential Appraiser. Otherwise, the right candidate should be on the path to becoming licensed.
Contact Information:
 Bill Druck
 President, Chudnow Druck Valuation
 1355 W Towne Square Rd
 Mequon, WI 53092
 262-292-1035
billd@chudnowdruck.com

JC Norby & Associates, Inc

Location: Eau Claire, Wisconsin
Position: Commercial Appraiser
Job Description: Perform various types of commercial/ industrial and residential appraisals.
Compensation: Based on experience level and performance
Benefits: Flexible hours, 401(k)
Required Skills: Independent and driven, understand real estate markets and valuation process.
Required Education: College degree
Experience: Ideal candidates are state certified general or residential appraisers, or at a minimum on path to being licensed
Contact Information:
 Gary J Holt, MAI, SRA
 JC Norby & Associates, Inc.
 2115 E Clairemont Avenue
 Eau Claire, WI 54701
 (715) 834-3953
gary@jcnorby.com

Masters-Hall Appraisal

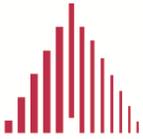
Location: Middleton, Wisconsin
Position: Commercial Real Estate Appraiser
Job Description: Commercial Real Estate Appraiser
Compensation: Commission, base salary, negotiable
Benefits: 401(K), Flexible Hours, Easy Going Work Atmosphere
Required Skills: Certified General Appraiser
Required Education: Certified General Appraiser
Experience: 3 years and must be a Certified General Appraiser
Contact Information:
Tyson@mastershall.com

We are a small operation with big office benefits. We pride ourselves on providing market leading commercial real estate appraisal reports and have never missed a single delivery date! Word got out and now that we are so busy, we need another set of hands, or two, in our office.

If you are tired of having just a job and not a lifestyle or career, tired of your life revolving around work, tired of the low pay, long hours, a lousy fee split or low salary, low bid jobs, lack of flexible work hours, outdated equipment, limited sick time, limited vacation time, limited direction and market exposure as well as working that dreaded "8 to 5", especially on sunny Friday afternoons, just because that the way it is, then apply with us!

The ideal candidate would be a Wisconsin Certified General Real Estate Appraiser with at least 3 years of experience of writing commercial appraisal reports. If this is you and you want a change in your life and career, shoot an email to tyson@mastershall.com





**Appraisal
Institute®**

*Professionals Providing
Real Estate Solutions*

ADVERTISING OPPORTUNITIES AVAILABLE

The Wisconsin Chapter of the Appraisal Institute (WCAI) is proud to offer advertising opportunities in its newsletter and website. To sign up to advertise, please fill out the form below.

If you have any questions regarding advertising, please call the WCAI office at (414) 271-6858.

AD SIZES	1 Issue	2 Issues	3 Issues	4 Issues
A. Business Card	\$50/\$75	\$45/\$70	\$40/\$65	\$35/\$60
B. ¼ Page	\$85/\$125	\$80/\$120	\$75/\$115	\$70/\$110
C. ½ Page	\$125/\$175	\$120/\$170	\$115/\$165	\$110/\$160
D. Full Page	\$225/\$300	\$215/\$290	\$205/\$280	\$190/\$265
E. Website	\$175/\$225	\$250/\$350	\$300/\$400	\$325/\$425

Price per issue decreases for each additional issue you advertise in. First number indicates member rate, second number indicates non-member rate.

**Per Quarter For Website. 1 Issue=1 Quarter, 2 Issues=2 Quarters etc*

Confirm your selection by e-mailing a .jpeg/.tif/.pdf/or .eps file to Doug Stangohr at doug@wamilc.net and mail your advertising fee and order to WCAI (11801 W. Silver Spring Dr., Ste 200, Milwaukee, WI 53225)

ORDER FORM

Ad Size: _____

Calculate your total: \$ _____

(Multiply price per issue x number of issues)

CONTACT INFORMATION

Company: _____

Name: _____

Address: _____

City, State, Zip: _____

Phone: (_____) _____ Fax: (_____) _____

E-Mail: _____

Credit Card Number: _____ Exp. Date: _____