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MESSENGER

<http://www.wisai.com>

MARCH 2015

PRESIDENT'S COLUMN

Cheryl A. Dodson, MAI, AI-GRS

Greetings to all! Spring is already here and I hope 2015 is proving to be a wonderful year for you. Please know that I am excited to serve as your 2015 President of the Wisconsin Chapter of the Appraisal Institute (WCAI).

Before getting the official start as chapter President, we provided a proper sendoff to our 2014 chapter leadership. WCAI had another great year and it is all because of chapter volunteers offering input, time, and dedication to our organization. Following tradition, we gathered at the North Hills Country Club and celebrated all Past Presidents, the 2014 board, and our immediate past President, Ryan Gieryn, MAI, AI-GRS. Ryan had the honor of installing our 2015 board and officers. An added highlight to the evening was that the Scott Williams Appraisal team and family traveled from Wausau and Minnesota to see Scott Williams award his daughter Cherie Laffin her MAI designation certificate. Overall, the dinner was a success and I appreciated the warm welcome extended to the 2015 WCAI leadership group. Thank you to everyone that attended and I truly hope to see more of you check out the event next year.

To all those members that volunteer their time for WCAI – I cannot thank you enough. Without the help of our membership, our organization and the viability of our chapter would not be possible. We have a great bunch of volunteers, but we can always use more. Therefore, I highly encourage any interested members to contact the board for more information on becoming involved. Working with our group can be anything from serving on a committee, helping with planning an event, or applying to participate in a future LDAC event, to running for a board position. By being active with WCAI activities and volunteering my time, I had the opportunity to learn so much from leaders and board members over the last few years which has motivated me earn two designations, advance in my career, and gain better perspective in our industry.

In the last several years, our leadership and designated member group has gained much momentum especially through the Candidate and Capstone Programs. In 2014 alone, WCAI awarded a total 18 designations which included 10 MAIs, 3 SRAs, and 5 general review designations (AI-GRS). So far this year, I have been notified of one AI-GRS and one MAI designation that were earned and I am looking forward to several others that will likely be awarded throughout the year.

Overall our chapter has been very successful with awarding designated members through the Candidate for Designation program. Congratulations to those that have put in countless hours and sacrificed time and money to achieve their goal. I personally know how hard it can be to find time outside of work and family life to make progress with a designation. If I had one piece of advice to those pursuing a designation, it would be that the only good time to work on your designation is now and honestly there is no reason to delay because as time goes on it will only become harder to find the time. The point here is that you can accomplish whatever you set out to do as

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2015 OFFICERS & DIRECTORS

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Office Hours:

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

TREASURER'S REPORT

The Chapter funds as of 2/28/15 are:

Primary Checking Account:	\$23,488.20
Money Market Account:	\$30,493.88
 Total funds balance:	 \$53,982.08

PRESIDENT'S MESSAGE

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long as you stay committed and focused during the process. To all designated members and also to candidates currently pursuing the path to designation – THANK YOU for your commitment to our profession.

Part of the Candidate Program's success is due to the help and assistance by Candidate Advisors. Before last year's Year-In-Review Symposium, WCAI also held a Candidate/Candidate Advisor luncheon. This meet and greet allowed Candidates to network with others in the designation process and various advisors as well. WCAI Candidate Advisors had the opportunity to meet and catch up with several candidates within our chapter. I hope those in attendance found the experience to be worthwhile. I also encourage Candidates to attend future Catch-A-Drink events as that is a good opportunity to stay in touch with advisors. Candidate advisors are here to show Candidates are not alone in the designation process. Do not hesitate to take advantage of all of the resources around you including Candidate Advisors, WCAI Board Members, and your peers. Whether you are really struggling and need some general guidance or simply need a pep talk, you have excellent resources available with WCAI.

On a personal note, when I was a fee appraiser I was shy and pretty much kept to myself. By attending WCAI sponsored courses, seminars, and events, I found myself becoming more active within the chapter and developed many relationships with appraisers. To me, there is nothing more valuable in the appraisal industry than having the ability to pick up the phone and talk to other appraisers. So, I am calling on all members to take the opportunity to attend WCAI courses and also attend our chapter hosted networking events. You never know who you may meet and what you can gain from the experience.

So what is in the works for 2015? The majority of my chapter

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PRESIDENT'S MESSAGE

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missions and goals reflect initiatives that are generally similar to WCAI's ongoing goals which mainly consist of continuing to offer quality educational offerings to membership, encouraging candidates pursuing the designation path, etc. There is, however, something a little different I would like to try this year which includes reaching out to appraisers in the residential segment.

How can WCAI accomplish this? For starters, WCAI offered the Residential Review Theory Course in March. In addition, we recently started developing a residential appraiser interest group to find out how WCAI can reach out to residential appraisers to find ways to diversify our membership and get more residential appraisers involved in taking courses and attending WCAI events. If you are interested in being a part of the residential appraiser interest group or would like to find out more information, please contact me at cheryldodson@hotmail.com or Rick Larkin, SRA at ricklarkin76@gmail.com. Furthermore, we are working towards having a residential segment included in the annual Year-In-Review Symposium. We have followed the same format over the years, and I thought this time around may be the perfect opportunity to mix things up a bit.

In addition to various class offerings and networking opportunities and the start of the residential appraiser interest group, there are also a few exciting events coming up. For the first time, WCAI is hosting the Appraisal Institute's Region III Spring Meeting which is on April 25th. Typically this event is held in Chicago, however this year the Region wanted to get a taste of Milwaukee. Please watch for details on how you can become involved with the event and have the opportunity to meet our Region III representatives.

WCAI is also proud to be sending three LDAC participants to the Washington D.C. this May. 2015 LDAC participants include Garrett Warner (1st Year), Kevin Duffman (2nd Year), and Michael Esser (3rd Year). As an alumni of the LDAC program, I am thrilled to see our membership continuing to participate in this event. LDAC is a valuable experience that not only develops leaders within our chapter and organization but also gives membership the chance to provide feedback and suggestions to the Appraisal Institute. In fact, during my first LDAC experience in 2008, Ryan Gieryn and I were part discussions that were basically the Candidate/Capstone Program in its very infancy. All of our current officers and many of our board members have participated in LDAC and in some ways I believe LDAC (coupled with the Candidate and Capstone Programs) has reignited designation progress and encouraged a new wave of leadership within our chapter. Please contact myself or the board if you are interested in attending a future LDAC event or want to find out more information.

Finally, if you have suggestions or ideas you would like to share, I would be happy to hear from you.

JOB OPPORTUNITIES

Please don't forget to visit the Wisconsin Chapter's website for available job opportunities.

<http://wisai.com/pages.asp?id=9>



Online Education: Learn at your own pace anytime, anywhere, http://www.appraisalinstitute.org/education/online_education.aspx.

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

February 11, 2015

Cheryl Dodson called the meeting to order at 4:35 PM at the North Hills Country Club, W73 N13430 Appleton Avenue, Menomonee Falls, WI.

Members Present

Angela Kwasny, Ryan Gieryn, Kevin Dumman, Cheryl Dodson, Garrett Warner, Katie Thompson, Dominic Landretti, Jeff Smyth, Erik Hanson, Weston Robertson, Mark Letscher, Hank Schneider, Rick Larkin, Chris Ruditys, and Doug Stangohr were in attendance.

Secretary's Report

Minutes from the November 12, 2014 board meeting were approved. Motion made by Garrett Warner; 2nd by Katie Thompson

Treasurer's Report

Approval of Financials – The financials and budget for 2015 were reviewed and approved. Motion made by Katie Thompson; 2nd by Hank Schneider

Education Report

Kevin Dumman gave the education report. The date of the Condemnation Appraising: Principles & Applications class was changed to May 4-6, 2015. Sending email blasts to advertise the upcoming Review Theory Residential, Application & Interpretation of Simple Linear Regression, and Condemnation Appraising: Principles & Applications was discussed.

National/Regional Update

Cheryl Dodson and Ryan Gieryn participated in the AI Region 3 conference call on February 10, 2015. The upcoming AI Region 3 meeting in Milwaukee on April 25 was discussed. Katie Thompson is looking into booking a museum tour at Harley Davidson for entertainment on Friday afternoon and dinner somewhere downtown will be planned for Friday evening. Cheryl Dodson is working on arranging group transportation to dinner on Friday night.

New/Old Business

Cheryl Dodson will set the chapter board meeting dates for the remainder of 2015 and will email them to the board members and officers for comments/approval.

Dominic Landretti, Cheryl Dodson, and Ryan Gieryn are planning to attend the National AI meeting in Dallas July 27-29, 2015.

Kevin Dumman, Mike Esser, and Garrett Warner will be attending AI LDAC in Washington, DC May 20-22, 2015.

Rick Larkin joined the meeting as a special guest and spoke about the residential appraisal atmosphere, the future of the SRA designation, need to promote it to prospective clients, and importance of getting more residential appraisers involved in AI. The need to mentor can-

didates for the SRA designation was discussed. Ways to get more residential appraisers involved in the chapter such as offering more residential continuing education was also discussed. Rick volunteered to spear head a task force to look into this and will start contacting AI residential appraiser members to help him.

Adjournment

At 5:41 PM the meeting adjourned.

Motion made by Ryan Gieryn; 2nd by Dominic Landretti

Respectfully Submitted,
Kevin Dumman, MAI, SRA, AI-GRS
Secretary, Wisconsin Chapter of the Appraisal Institute

2015 PROPOSED EDUCATIONAL OFFERINGS

For more information on each offering and
TO REGISTER, please go to:

<http://www.appraisalinstitute.org/education/Wisconsin>

<u>Date</u>	<u>Course/Seminar</u>
April 27-28, 2015	Application & Interpretation of Simple Linear Regression (15 Hours)
May 4-6, 2015	Condemnation Appraising: Principles & Applications (22 Hours)
June 3, 2015	Condemnation Seminar at Marquette University (6 Hours)
October 20, 2015	7 Hour 2014-2015 USPAP Update (7 Hours)
November/ December 2015	Year in Review Symposium (3 Hour)

All seminars/courses (except where noted) will be offered at WCAI's facility located at:
11801 W. Silver Spring Drive, Suite 200
Milwaukee, WI 53225

QUESTIONS?

Please call the WCAI office at (414) 271-6858 or visit www.wisai.com.

These event have been proposed and are not finalized. Additional educational and social events will be added throughout the year.

GENERAL MEMBERSHIP MEETING & PAST PRESIDENT'S DINNER



Celebrating our Past President and 2014 Board of Directors



Enjoying dinner and networking...



More networking...



Current President, Cheryl Dodson

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GENERAL MEMBERSHIP MEETING & PAST PRESIDENT'S DINNER



Scott Williams



Event Attendees



Scott Williams presented his daughter, Cherie Laffin, with her MAI designation certificate.



Immediate Past President, Ryan Gieryn



2015 Board of Directors



Ryan Gieryn receiving the Past President plaque from Cheryl Dodson.

“CATCH A DRINK”

Don't miss a chance to get to know your fellow Appraisal Institute members at one or ALL of these great "casual" networking opportunities!



Drinks and appetizers sponsored by the Wisconsin Chapter of the Appraisal Institute.

**Monday,
May 4, 2015
5:30 p.m. - ?**

Mo's Irish Pub
10842 W. Bluemound Rd
Wauwatosa, WI 53226

(This event co-insides with the three day Condemnation Appraising: Principles & Applications course.)

REGISTRATION PREFERRED

Please e-mail Angie Kwasny at akwasny@valuationcompliance.com.
Walk-ins welcome!



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. 1/4 Page	\$85 / \$125	\$80 / \$120	\$75 / \$115	\$70 / \$110
C. 1/2 Page	\$125 / \$175	\$120 / \$170	\$115 / \$165	\$110 / \$160
D. Full Page	\$225 / \$300	\$215 / \$290	\$205 / \$280	\$190 / \$265
E. Inside Front Cover	\$325 / \$425	\$310 / \$410	\$295 / \$395	\$280 / \$380
F. Inside Back Cover	\$325 / \$425	\$310 / \$410	\$295 / \$395	\$280 / \$380
F. Back Cover (1/2 pg)	\$375 / \$475	\$360 / \$460	\$345 / \$445	\$330 / \$430
G. 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)

Confirm your selection by e-mailing a .jpeg/.tif/.pdf/or .eps file to Heather Westgor at heather@wamllc.net and mail your advertising fee and order form to WCAI, 11801 W. Silver Spring Dr., Ste 200, Milwaukee, WI 53225.

ORDER FORM

Circle Issue(s): January April July October Website

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: _____