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Wisconsin  
Chapter*

# MESSENGER

<http://www.wisai.com>

FEBRUARY 2014

## PRESIDENT'S COLUMN

### Ryan Gieryn, MAI

#### Get Out, Get Involved!

This past Friday night the Wisconsin Chapter of the Appraisal Institute (WCAI) held its annual Past Presidents' dinner at the North Hills Country Club in Menomonee Falls. While it was a cold, snowy night outside, the members who were present enjoyed the warmth of a fire, a wonderful dinner, and the camaraderie of their peers inside. During the event, the WCAI's 2014 officers were sworn in and we acknowledged two of our newest designated members, Weston Robertson, MAI and Josh (Joel) Macht, SRA. The highlight of the evening was honoring all of our chapter's past presidents that were in attendance and, in particular, our most current past president, Jason Teynor, MAI. These members have given much of their time and efforts to help shape the WCAI and the Appraisal Institute as a whole into the organization that it is today.

While it was evident that a good time was had by all in attendance, for me, the evening was rather bittersweet. There were members in attendance from all over Wisconsin: the Milwaukee area, Madison, Watertown, Green Bay, Algoma, and even La Crosse. However, there were only about 28 members in attendance. For an organization that boasts a total membership of 310 people, to only be able to get about 9% of its total membership to attend, arguably, the best social event that the chapter puts on each year is rather disappointing. As our chapter continues to plan social events for our membership, I would encourage members to attend at least one event a year. If the dates, timing, or locations makes it too difficult to attend an event, please contact myself or another board member with suggestions for making our events more accessible to all of our membership.

I understand that we live in a day and age where to fit one more activity into our schedules, for most of us, is not an attractive idea. Believe me, I understand. While I serve as this year's WCAI president and regional representative, I also try to spend as much time with my wife (Jessica), two children (Madison – 9 and Traynor – 7), and Labrador Retriever (Nala – 5) as is possible. Along with that, I am also currently running for a seat on the West Bend School Board, serve as president and scholarship chair for the Washington County Chapter of the Wisconsin Alumni Association, coach my son's Boys' & Girls' Club basketball team (formerly coached the West Bend West

Girl's high school basketball team), play a little golf every now and then, and I even try to complete an appraisal assignment or two among all of that. As I stated before, I understand how hectic our schedules can be.

Unfortunately, an organization is only as strong as its membership. In my opinion, the Appraisal Institute has been the premier organization in the real estate appraisal profession for many years. I remember a stirring speech given at the first Leadership Development and Advisory Council (LDAC) in Washington D.C. which I attended that likened the designated Appraisal Institute member to the Jedi Knight of the appraisal profession. However, the real estate valuation profession is currently seeing an influx of new organizations (some new only to the United States) that would like to consider themselves the premier organizations for all things related to the real estate valuation profession. The Royal Institution of Chartered Surveyors (RICS) has recently made a push in the United States to become a major player in the appraisal profession. The brokers and the Certified Commercial Investment Members (CCIM) are also attempting to be at the forefront of the real estate valuation field. These newer organizations along with the other organizations that have been around for a longer time, the American Society of Appraisers (ASA), the

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Elizabeth Goodman .....(414) 559-5898  
Greenfield, WI

Kathryn Thompson, MAI .....(262) 744-0070  
Richfield, WI

**Chapter Office / Executive Director**

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

**Office Hours:**

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

**TREASURER'S REPORT**

The Chapter funds as of 12/31/13 are:

Primary Checking Account:	\$13,864.83
Money Market Account:	\$15,441.84
CD Account:	\$7,922.07
 Total funds balance:	 \$37,228.74

**PRESIDENT'S MESSAGE**

*(Continued from Page 1)*

American Society of Farm Managers & Rural Appraisers (ASFM-RA), and the National Association of Independent Fee Appraisers (NAIFA), each are attempting to stake its claim as the top organization of the real estate valuation profession.

As dues paying members of the Appraisal Institute we should all expect that our organization is doing everything in its power to make sure that our organization, and our members, continue to be viewed, not only by ourselves but also by the clients that we provide services for, as the elite in the real estate valuation profession. When clients are in need of a real estate valuation professional, we want them to look first to Appraisal Institute members.

However, as the average age of our designated members continues to remain high (average and median age of 62) and our recruitment and membership numbers continue to decrease (1,591 new members in 2011, 1,551 new members in 2012, and 1,218 new members in 2013), unless our younger members begin to step up and get involved, the Appraisal Institute is going to continue to lose ground to these other organizations.

At the WCAI, we offer a handful of great educational opportunities each year along with our annual, and well renowned, Condemnation and Year-In-Review Seminars. We also hold three to four Catch-A-Drink events each year (two already scheduled for 2014, February 6th and April th) and our annual Past President's Dinner. All of these events provide outstanding networking opportunities for those in the real estate valuation profession. If you have not been to a class or networking event at our chapter recently, I urge you to try one out.

As I stated in my talk at Friday's Past Presidents' Dinner, I know that I am speaking to the wrong crowd because if you were in attendance or are reading this, you most likely are already involved. I thank you for that. I would also ask that as involved members of the Appraisal Institute you encourage your colleagues and co-workers, who may not be as involved, to consider joining us for a class and a networking opportunity this year. Let's all get out, get involved and strengthen our membership and organization so that the next time a client needs a real estate valuation service, they automatically look to the Appraisal Institute and its members, the Jedi Knights of the real estate valuation profession.

## BOARD MEETING MINUTES

### December 4, 2013

Jason Teynor called the meeting to order at 5:00 pm at the office of Wisconsin Association Management, 11801 West Silver Spring Drive, Milwaukee, WI.

#### Members Present

Jason Teynor, Kevin Duffman, Ryan Gieryn, Katie Thompson, Cheryl Dodson, Mike Esser, Rick Larkin, Doug Stangohr, Cheryl Dodson and Chris Ruditys were in attendance. Joining the meeting on teleconference was Hank Schneider, Rob Dirksmeyer, Kim Berg, Mary Jane Muth, Karen Mikalofsky, Pierce Buchinger, Kyle Veenstra, Stephen Schultz, Thomas Makarewicz, Jeff Gagnow, Rebecca Masik-Cannady, Tyson Hall, John Schneider, Kurt Kielisch, Eric Kawski, Mimi Weitkum, Bob Trapp, Ed Potter, Garrett Warner, Steve Scharlau, Gene Bock, Ryan Sikorski, Cherie Laffin, Dean Poirier, Robert Watson, Ron Jaro, and Peter Morrison

#### Candidates for Designation

The candidates attending by phone were greeted and the purpose of the requirement for attending a general meeting was discussed. The candidate program was outlined and questions from the candidates were answered.

#### Guest Speaker

Rick Larkin, SRA presented the current state of residential appraisal in Wisconsin. Larkin provided a brief history of his career, the SRA designation, the rate of loss for SRA's due to retirement and the need for quality residential appraisers. Problems in unification of the residential appraisers were identified and solutions were offered. The key solutions proposed include: a residential/ SRA mentoring program, promotion/education of the AI brand and SRA designation, additional residential course offerings and a stronger residential component during our

annual Year-in-Review program. Larkin and board member Mike Esser, SRA are to be used as a sounding board for future educational offerings, speakers and the development of an SRA committee.

#### Secretary's Report

Minutes from the September 9, 2013 board meeting were approved. (Motion made by Gieryn, 2nd by Dodson).

#### Treasurer's Report

Approval of Financials – The financials for October 31, 2013 were reviewed and approved. (Motion made by Gieryn, 2nd by Thompson). The chapter is on track for income projections due to early education related income. Board members, Dodson, Thompson, and Gieryn met with Stangohr in August to review what goes into the budget every year, 2014 budget was previewed and discussed in detail in preparation for this meeting. The incoming President, Vice-President, and Treasurer to meet annually for this same purpose going forward. In 2014 we are budgeting a loss of \$4,160 due to an increase in the travel budget to reflect the reality of what is spent. Dues revenues to the chapter were discussed and generally vary significantly because of all of the many categories of membership including retired, candidate, etc. Lower education costs were projected due to less classes being offered in 2014 as it is the first year of the education cycle.

#### Education

Kevin Duffman, MAI summarized the national education webinar which took place today. New requirements for home grown continuing education seminars include the inclusion of multiple presenters. Third party courses will not be approved for AI continuing education if AI has a similar class. The new continuing education points system was outlined. Duffman to write a short article explaining the new system which will be linked through our chapter website. Other information given during the webinar:

- 50% Chapter advertising reimbursement,
- Methods for obtaining educational materials and pricing,
- 2014 chapter education fees
- 9/26-9/27/2014 Instructor training in Chicago
- Methods for changing classes

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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**

*(Continued from Page 3)*

Curt Kolell requested that the Chapter considers offering the new courses for the review designation. A brief informal poll was conducted prior to the meeting to show the amount of potential interest from area banks and review firms for these courses. Kevin Dumman explained the new review designation requirements for both the general and residential designation. Chicago to be offering the courses a few times before it is available to chapters. Board discussed the commercial theory offering for June 2014 at our Milwaukee location. Dumman to contact Stephanie Coleman and other instructors for their fees and availability.

Steve Stiloski is in the process of being approved to teach the sales course. Board agreed to reimburse him for travel expenses (train cost) to Chicago to become certified. Stiloski has taught several courses for our Chapter pro-bono in 2013 which has helped our Chapter offer a larger variety of education to our members while breaking even or at a profit. The Board expressed gratitude towards Stiloski's continuous generosity and interest in having Stiloski trained to teach the income course also. This course has been requested by current members on numerous occasions.

**Old/New Business**

- Past President's Dinner: Historical purpose of the dinner was discussed. January 24, 2014 was selected after the meeting. General meeting to be held prior to the dinner at the North Hills Country Club.
- LDAC: Teynor nominated Kevin Dumman to represent the chapter at the 2014 LDAC. Mike Esser, Angela Kwasny, and Hank Schneider will also attend the leadership conference which will be held May 19-21, 2014 in Washington D.C.
- Year-in-Review 2014: Review of the 2013 YIR timing, quality, subject matter, etc. Ruditys volunteered to handle bookings in 2014. Discussion related to decreasing the number of speakers for 2014 and booking earlier.
- Installation of officers: Potentially moving installation of new officers from the Past President's dinner to the Year in Review or the last board meeting of the year for 2014.

**Adjournment**

At 6:57 pm the meeting adjourned. (Motion made by Dodson 2nd by Thompson).

Respectfully Submitted,  
Katie Thompson, MAI  
*Secretary, Wisconsin Chapter of the Appraisal Institute*

## 2014 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>
February 7, 2014	USPAP (7 Hour)
April 15-16, 2014	Litigation Appraising, Specialized Topics (2 Day)
May 13, 2014	Hotel Valuation Seminar (7 Hour)
June 9-13, 2014	Appraisal Review Theory-General (33 Hours)
June 11, 2014	Condemnation Symposium (6 Hour)
July 18, 2014	USPAP (7 Hour)
September 8, 2014	Evaluating Residential Construction (7 Hour)

All seminars/courses 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](http://www.wisai.com).

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

## NEW AI CONTINUING EDUCATION PROGRAM

*Kevin Dumman, MAI*

The Appraisal Institute has implemented a new continuing education program. As with the previous program, all members have a five-year continuing education cycle. Instead of each course being given a number of hours for continuing education credit that corresponds to the classroom hours of the course, each course will be assigned a specific number of points that will apply toward the continuing education requirement. The number of classroom hours for each course may not be equal to the number of continuing education points assigned to the course depending on the course content. AI intends to post the classroom hours and continuing education hours for each course on the website. The new continuing education requirements are summarized generally below.

### **Practicing Designated Member AI CE Requirements**

During each 5-year cycle the following is required:

- USPAP
- AI Business Practice and Ethics
- 500 Points of continuing education

### **Candidate and Practicing Affiliate AI CE Requirements**

During each 5-year cycle the following is required:

- USPAP
- AI Business Practice and Ethics
- 350 Points of continuing education

More specific information about the new continuing education program can be found on the AI website. Information about the new continuing education requirements and a very helpful PDF document titled Continuing Education Program FAQs can be found on the AI website using the following link.

[http://www.appraisalinstitute.org/education/ce\\_faqs.aspx](http://www.appraisalinstitute.org/education/ce_faqs.aspx)

## RECOGNIZING 2013 NEW MEMBERS

**Jorge Barreiro**  
Barreiro Appraisals

**Kyle Bernander**  
DMB Community Bank

**Billy Bowers**  
Chudnow Druck Valuation

**Jeffrey Carlson**

**Felix Castro**

**Kyle N. Driscoll**  
American Appraisal

**Marya Geiger**  
Landretti & Company

**Samantha Heidtke**  
Associated Bank

**Calvin Hettwer**  
Compass Land Consultants

**Brian T Jones**  
Moegenburg Research, Inc.

**Aaron J. Lensink**

**Jay McSorley**

**Shannon Miller**  
Talmer Bank and Trust

**Jacob Nicholson**  
The Nicholson Group LLC

**Noah T Phillips**  
D.L. Evans Company, Inc.

**Michael Pyzyk**  
Appraisal Resource Group

**Brian Jon Richardson**

**Michael S. Rynearson**  
Rural Real Estate and Appraisal LLC

**Dan Schummer**  
Compass Land Consultants

**Ryan Sikorski**  
Valbridge Property Advisors

**Brian A. Smith**

**Benjamin Weis**  
Landretti & Company

**Ryan Jeffery Werkheiser**

**Benjamin Wollin**

**Bradley D. Yanny**

## MAYBE IT'S TIME TO GET OUT OF THE BASEMENT!

The following is an article written by Guy Wesslkamper that appeared on January 13, 2014, on appraisalbuzz.com.

Too many times we appraisers, especially the single person shops, get "tunnel vision" because we have no contact with our peers in the appraisal profession. We just keep plodding along in our everyday life doing the same thing, but even worse, thinking the same way. We get no external input to help us in our everyday appraiser life. What this does is makes us stagnant and our abilities to do our jobs as appraisers can become severely diminished. I learned this the hard way with my single man shop. So I say to all those work at home appraisers... ***get off your butt and get out of the basement!***

There is so much available to you with just the push of a button. The only problem is you don't know what button to push. But, I bet some of your peers know exactly what button to push. So you say, "That's all fine and good, but how do I find this information out?" Well, the first thing is to talk to your fellow appraisers. Believe it or not, not every appraiser is out to steal your clients. So talking to them is only an asset. You think you are the only one with lousy clients and you are the only one that gets the geodesic dome appraisal assignments. I would be willing to say that your peers might have stories that would make you feel happy about your clients and the unique assignments you are receiving.

So what do you do? Sometimes it starts with a phone call to a fellow appraiser just to shoot the breeze, or possibly an informal lunch just to talk about that last crazy assignment you received. I will guarantee that your fellow appraiser is chomping at the bit to vent his frustrations also. Now, you take this informal meeting and try to make it a monthly thing. Maybe you both invite another appraiser to join you. The more the merrier. You talk about everything from crazy assignments to software. Or FNMA changes to data sources. I guarantee you will learn more in 6 months than you have learned in the past 5 years. Networking is such an important part of our jobs that many appraisers aren't able to or don't bother to take advantage of. Communication with your fellow appraisers helps you as an appraiser and it helps share ideas through the industry as a whole.

Many states have active appraiser organizations and/or coalitions that have a minimal cost to join. In Ohio, there is OCAP (Ohio Coalition of Appraisal Professionals). Illinois has a similar coalition called ICAP. These organizations generally have several meetings per year and cover a range of topics from MLS changes to FNMA updates and are generally open to non-members also. This is a great place to meet your local peers as well as other appraisers from around your state. These organizations will often provide low cost continuing education as well. There are many reasons to join one of these. Check with appraisers in your area or your state board to see if there is an appraiser organization in your state.

It really is a simple plan and once implemented, you will be kicking yourself for not becoming more involved earlier. You will have a fresh outlook on your profession, but most of all, you will be more knowledgeable and have better tools to complete your day to day appraisal assignments.

## CONGRATULATIONS TO OUR NEWEST DESIGNATED MEMBERS

**Joel M. Macht, SRA**

**Weston Robertson, MAI**  
LA Duesterbeck and Associates of Racine

**Arthur J. Sullivan, MAI**  
Appraisal Specialists of Wisconsin

**Garrett Warner, MAI**  
Wisconsin Appraisal Services, Inc.

CONGRATULATIONS 

# YEAR-IN-REVIEW SYMPOSIUM

Monday, December 2, 2013 — WCAI Office



*Jason Teynor, MAI (Midwest Realty Advisors), Eric Robins (Regional Manager, FDIC Division of Insurance and Research, Chicago Region), Jim Cavanaugh (CBRE), Steve Stiloski, MAI, CCIM, MRICS (Commercial Property Consultants, Inc.)*

*The panelists for the 2013 Year-in-Review Symposium.*



*Jason Teynor, MAI presented Garrett Warner with his MAI certificate.*



*Garrett Warner, MAI*



*Ross Koepsel, CCIM (Commercial Property Associates, Inc.)*

## “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.

**Thursday,  
February 6, 2014**

5:30 p.m. - ?

**Saloon on Calhoun**  
17000 W. Capitol Drive  
Brookfield, WI 53005  
[www.saloononcalhoun.com](http://www.saloononcalhoun.com)

**Tuesday,  
April 15, 2014**

5:00 p.m. - ?

**Butler Inn**  
12400 W. Hampton Ave.  
Bulter, WI 53007  
[www.thebutlerinn.com](http://www.thebutlerinn.com)

**REGISTRATION PREFERRED**

Please e-mail Angie Kwasny at [akwasny@wi.rr.com](mailto:akwasny@wi.rr.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
<b>A. Business Card</b>	\$50 / \$75	\$45 / \$70	\$40 / \$65	\$35 / \$60
<b>B. ¼ Page</b>	\$85 / \$125	\$80 / \$120	\$75 / \$115	\$70 / \$110
<b>C. ½ Page</b>	\$125 / \$175	\$120 / \$170	\$115 / \$165	\$110 / \$160
<b>D. Full Page</b>	\$225 / \$300	\$215 / \$290	\$205 / \$280	\$190 / \$265
<b>E. Inside Front Cover</b>	\$325 / \$425	\$310 / \$410	\$295 / \$395	\$280 / \$380
<b>F. Inside Back Cover</b>	\$325 / \$425	\$310 / \$410	\$295 / \$395	\$280 / \$380
<b>F. Back Cover (1/2 pg)</b>	\$375 / \$475	\$360 / \$460	\$345 / \$445	\$330 / \$430
<b>G. Website*</b>	\$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](mailto: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: \_\_\_\_\_