



**Appraisal
Institute®**

*Professionals Providing
Real Estate Solutions*

*The
Wisconsin
Chapter*

MESSENGER

<http://www.wisai.com>

JULY 2013

PRESIDENT'S COLUMN

Jason Teynor, MAI

Greetings to everyone in the Wisconsin Chapter of the Appraisal Institute. I hope the first half of 2013 has been rewarding for you and I would encourage everyone to take a moment to reflect on what you have accomplished so far this year and evaluate whether you might want to make a few adjustments mid-year so that you can achieve your goals for 2013.

Of course everybody has different goals in life. Some people define success as reaching a certain income level, while others define success as achieving a "balance" between work and family time. You know, its so easy to get bogged down in the daily grind of appraising that we can sometimes forget to step back and look at the bigger picture. So, at the risk of sounding a bit cliché, I would like to remind everyone to take some time today and think about what motivates you and whether your actions are helping you to achieve your goals.

Once you decide what your number one goal is, whether it be a certain income level, more time with your family, or hopefully obtaining an Appraisal Institute Designation.....write it down on a little yellow Post-it note and stick it on your computer monitor at work. That simple little trick is what it took for me to finally focus on completing the last few requirements to obtain my MAI designation after 11 years in the appraisal business.

Of course goals change over time and now that I have finally obtained my MAI designation the income issue seems to have worked itself out, but now I find myself struggling to leave the office at a reasonable time so that I can spend more time with my family. So my goal for the rest of 2013 is to find that elusive "balance" between my roles as an appraiser and as a husband & father, while keeping in mind that my last day on this earth won't be spent wishing I could have completed just one more appraisal...

Now that I have hopefully caused you to take a moment to evaluate whether you are on track to achieve your goals for 2013 I would like to briefly discuss a few other topics.

In May, three members of the Wisconsin Chapter traveled to Washington D.C. to attend the Leadership Development Advisory Council (LDAC) meeting. Those members were Dominic Landretti, MAI, Michael Esser, SRA and Angela Kwasny. If you voted in the recent Chapter election you will have noticed that all three LDAC attendees were in the running for various Board positions. LDAC serves as a catalyst to help get members involved in the chapter and inspire them to become leaders within the Appraisal Institute; both locally and on a national basis. The Wisconsin Chapter has found LDAC to be a key ingredient in our organization's success with all of the current Chapter leaders being LDAC alumni. A more in-depth write up of the 2013 LDAC conference can be found inside this edition of the Messenger newsletter.

The Chapter currently has two upcoming educational offerings on the books. Evaluating Commercial Construction will be offered August 22-23 in Milwaukee. I will be attending this class and I hope to see many of my colleagues there as well. A USPAP 7-hour update will also be offered in Milwaukee on October 4, 2013. Remember, this is a license renewal year so if you haven't com-

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

TREASURER'S REPORT

The Chapter funds as of 6/30/13 are:

Primary Checking Account:	\$23,666.29
Money Market Account:	\$25,425.23
CD Account:	\$7,922.07
 Total funds balance:	 \$57,013.59

PRESIDENT'S MESSAGE

(Continued from Page 1)

pleted your USPAP continuing education requirements, this upcoming class would be perfect for you. Keep in mind if you are planning to attend a class at the Chapter office at 11801 W. Silver Spring Drive in Milwaukee, we have an agreement with the Hyatt Place hotel next door for reduced room rates so mention WAM LLC when you call to book a room and you'll save a few bucks. Finally, the Appraisal Institute's Annual Meeting known as AI Connect will be held July 23-25 in Indianapolis, Indiana. I attended last year's Annual Meeting in San Diego and enjoyed every minute of it. The following is an excerpt that I grabbed from a recent email sent by AI National President, Richard L. Borges II, MAI, SRA.

"AI Annual Meeting attendees will experience first-class education and extensive networking options, the opportunity to earn Appraisal Institute CE credit and state credit, cutting-edge exhibits from vendors to the appraisal profession, an awards dinner honoring top valuation professionals, and the chance to explore numerous social and recreational activities in Indianapolis."

To learn more about the Annual Meeting, and to register, visit www.appraisalinstitute.org/aiconnect.

Finally, I would like to remind all of the Candidates for Designation that if you haven't been officially paired up with an advisor yet, please take a moment to login to your account at www.appraisalinstitute.org and you should see a pop-up that will walk you through the process of choosing an advisor.

Cordially,

Jason J. Teynor, MAI



2013 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>
August 22-23	Evaluating Commercial Construction: Class, Quality & Condition (ECC) Seminar - 15 Hours Instructor: James Canestaro, AIA, AICP
October 4	USPAP 2012-2013 Update - 7 Hours Instructor: Cheryl Kunzler, SRA
November	Year-in-Review Symposium

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.

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

****Please see the Continuing Education Requirements
on Pages 8-9.****

COMING IN AUGUST...

Evaluating Commercial Construction

This seminar presents how light industrial, office and retail buildings are assembled and then deteriorate over time. More than 1,250 construction slides and a 150-page Reference Manual illustrate site improvements, structure, envelope, interior, and environmental system components of a commercial building and how these elements can affect value. This seminar offers you critical skills necessary to better inspect, describe, and analyze commercial property. Once you have taken this program, you will better identify building characteristics, conditions, and deficiencies; succinctly describe what you see in an appraisal report; and then factor your insights into the replacement cost, income capitalization, and market comparable calculations. Participants have highly praised the seminar for its useful content and relevance to commercial real estate appraisal, brokerage, and lending.

Register TODAY!

JOB OPPORTUNITIES

Don't forget to check out the WCAI website for job opportunities.

Please visit www.wisai.com and click on the **Jobs Board**.



Online Education:
Learn at your own pace anytime, anywhere.
Visit appraisalinstitute.org/online for a list of classes!



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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

March 6, 2013

Jason Teynor called the meeting to order at 4:45 pm at the office of Wisconsin Association Management, 11801 West Silver Spring Drive, Milwaukee, WI.

Members Present

Jeff Smyth, Curt Kolell, Kevin Dumman, Angie Kwasny, Ryan Gieryn, Matt Gehrke, Cheryl Dodson, Katie Thompson, Jason Teynor, and Chris Ruditys were in attendance. Joining the meeting on teleconference were Bill Sirny and Mark Letscher.

New Business - Catch a Drink/Social Events

New business item, Catch-a-Drink, was discussed early in the meeting due to a presenting member's need to leave the meeting early. Kwasny reminded everyone of the March 7th Catch a Drink event. Based on RSVPs, she anticipates a crowd of at least 20-25 people to attend. She also explained that the idea is to hold these opportunities after class offerings to attract more attendees.

Along the lines of networking, Jason indicated he would also like to add 2 social networking opportunities such as a golf outing. He stressed that these events should not be solely funded by the chapter, with these events instead being paid for through by sponsorship and payment by members/attendees.

Secretary's Report

Minutes from the December 21, 2012 board meeting were approved. (Motion made by Dodson, 2nd by Gieryn).

Treasurer's Report

Approval of Financials - The financials for January 31, 2013 were reviewed and approved. (Motion made by Gieryn, 2nd by Dodson). We are on track for income due to early education related income. There was discussion as to the timing of the educational income versus class expenses.

2012 Education Calendar

Thompson discussed upcoming educational courses including the current Marketability Studies course being taught by Richard Parli this week, as well as, upcoming Yellow Book, 15-Hour USPAP, the 10th Annual Condemnation Symposium and the USPAP Update course. Joe Magdziarz and Steve Stiloski were recognized for their generosity of time and resources related to teaching two classes in February. Joe donated \$500 back to the Chapter. There was some discussion related to expense reimbursements for Steve related to taking Joe out for a few dinners during the two classes, reimbursement was approved. The possibility of Steve and Joe coming back this Fall to teach Complex Litigation Appraisal Case Studies was discussed.

Dumman volunteered to speak with someone at the American Society of Farm Managers and Rural Appraiser about co-sponsoring the Yellow Book course in order to increase attendance.

Approval was also granted for regional marketing of this course.

Old/New Business

The new designations granted so far in 2013 were reported. Dumman was presented his MAI Certificate by President Jason Teynor.

The 2013 LDAC Conference will be held in Washington DC on May 21nd through May 23rd. The Wisconsin Chapter will have four participants this year Dominic Landretti, Hank Schneider, Ab Kazda and Mike Esser. The extra participant was possible due to the generosity of Bill Sirny and Steve Stiloski, who donated the proceeds of their review course taught in Madison last year. The existing Travel Expense account (\$4,500) is set aside for LDAC and any regional meeting expenses, however, it was questioned if this was sufficient and if it included the donation by Sirny and Stiloski.

The importance of LDAC was emphasized. This is the only leadership training AI offers and has been very important for leadership succession for our chapter. It was noted all executive members are former LDAC alumni: Teynor, Gieryn, Dodson and Thompson. Sirny indicated that LDAC needs to be a priority for our chapter with the possibility that an increase in dues may be necessary to cover this expense in the future. Dodson and Gieryn will be putting together some information relating to LDAC that can be used to educate the chapter on what exactly LDAC is and how it benefits the individual members, as well as, the Chapter.

The 2013 WRA Conference includes two appraisal institute instructors (SRA's). Gieryn had informed several of the board members of this situation prior to the board meeting inquiring as to why we don't have a relationship with this group. Gieryn provided an email response from Stiloski which detailed some of our sorted history with this group putting on AI courses in Wisconsin without contacting us or profit sharing. This was done with National's approval.

The email also indicated that the Realtors have a representative at every quarterly appraiser board meeting at WDRL in Madison. It was questioned if anyone is attending now to protect our interests. It was unknown if any members were attending regularly.

Teynor reviewed the Chapter's reporting requirements and keyed in on the mission and goals of the chapter for 2013. His goals as President were summarized as:

- To increase face time for appraiser through additional social opportunities;
- supporting candidate mentoring and
- improving education.

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BOARD MEETING MINUTES

(Continued from Page 4)

Gieryn indicated that the Candidate program is behind schedule nationally. He will be contacting AI for some documents that we can send to our Candidates on how this program works.

Ruditys commented that we would benefit from the creation of a committee for social events and education due to the amount of time required. Dumman and Smyth volunteered to join Thompson in the creation of an educational committee. Dodson indicated she could help in the future.

Smyth mentioned that we should construct an educational needs survey which could be distributed in the classroom after a course. There was some discussion about using SurveyMonkey - an online survey system instead. Most members agreed they would be more likely to complete a survey during class than via email after the fact.

We circled back to the social event discussion started earlier in the meeting. Ruditys mentioned the possibility of WCAI teaming up with IFMA for a Brewers game or golf outing. Ruditys was going to look into it for us. Other ideas were a UW-Madison hockey game or a outing to a shooting range.

Adjournment

At 5:50 pm the meeting adjourned. (Motion made by Gieryn, 2nd by Dodson).

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

BOARD MEETING MINUTES

June 12, 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

Dominic Landretti, Jeff Smyth, Kevin Dumman, Angie Kwasny, Ryan Gieryn, Matt Gehrke, Katie Thompson, Jason Teynor, and Chris Ruditys were in attendance. Joining the meeting on teleconference was Hank Schneider.

Secretary's Report

Minutes from the March 6, 2013 board meeting were approved.

(Motion made by Gieryn, 2nd by Dumman).

Treasurer's Report

Approval of Financials - The financials for March 6, 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.

2013-2014 Education Calendar

Katie Thompson discussed upcoming educational courses remaining for 2013; August 22-23, Evaluating Commercial Construction which is approved for both State and AI continuing education and state qualifying education, October 4, 2013 - 7 hour USPAP update.

Proposed education for 2014:

New USPAP update - Discussion about hosting this course at a different location resulted in the ultimate decision to continue to offer it at the Milwaukee location due to the cost related to renting alternate facilities. This course will be offered as early as possible in 2014. A second offering will be made in the Fall. Steve Stiloski will be receiving additional instructor training throughout 2014 in order to be properly qualify to teach USPAP this Fall.

Steve Rushmore Jr. will be traveling to Milwaukee to teach his Hotel & Motel Valuation course in early May.

We will be offering the first of the three part certification series: The Appraiser as an Expert Witness: Preparation and Testimony.

Other courses and seminars considered for 2014 include:

- Income Part 1
- Discount Cash Flow Model: Concepts, Issues and Applications
- Appraising the Appraisal: Appraisal Review (pending a new curriculum)
- Condemnation Symposium
- 4 hour Loss Prevention Seminar through LIA

Katie Thompson will be stepping aside as the Education Chair after the 2014 schedule is booked. Jeff Smyth and Kevin Dumman have been providing assistance this past year and will be heading a possible education committee going forward.

Old/New Business

- Matthew Gehrke was presented with his MAI certificate by President Jason Teynor. Congratulations to Matt.
- The 2013 LDAC Conference was held in Washington DC on May 21nd through May 23rd . The Wisconsin Chapter had three participants attend this year including Dominic Landretti, Angela Kwasny, and Mike Esser. Dominic Landretti discussed the four breakout sessions and lobbying efforts that took place during the event. The major lobbying

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BOARD MEETING MINUTES

(Continued from Page 5)

topic this year was the Financial Institution Examination Fairness & Reform Act. The details of the entire event were discussed. Landretti and Kwasny will be putting together a summary for the next newsletter. Participants expressed their gratitude to the Chapter for the opportunity to attend this year.

The importance of LDAC was emphasized. This is the only leadership training AI offers and has been very important for leadership succession for our chapter. It was noted all current executive members are former LDAC alumni: Teynor, Gieryn, Dodson and Thompson.

- Gieryn indicated that the Candidate Program is still behind schedule nationally. He will be contacting AI for some documents that we can send to our Candidates on how this program works. The possibility of presenting some basic information on the Candidate Program at a catch a drink event was proposed.
- Planning for the Year-In-Review began. Brainstorming relating to theme, keynote speakers and format took place informally during the meeting. Initial contacts will be made before August 1.
- Formal nominations for the 2014 Board of Directors (BOD) were made by Past President Steve Lauenstein and communicated by Teynor to include Garrett Warner, Mike Esser and Angela Kwasny. Matthew Gehrke and Todd Delahunt will be rolling off this year, we thank them for their service. There are three open board positions due to the vacancy left by Dave Wagner last year. Additional nominations for the BOD were made by the board based on leadership and eagerness viewed over the past year. Efforts will be made to quickly contact the addition nominees; however, we have a limited time based on AI deadlines. Other open positions were discussed. Dominic Landretti was nominated for the open secretary position based on his years on the board and three years of LDAC participation.

Adjournment

At 6:10 pm the meeting adjourned. (Motion made by Smyth, 2nd by Gieryn).

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



President Jason Teynor presenting Matthew Gehrke with his MAI certificate

2014 ELECTION RECAP

Everyone recently voted for the 2014 slate of officers & directors. Terms start January 1, 2014.

We thank all of you that took the time to vote for your peers and colleagues.

President

Ryan Gieryn, MAI

Vice President

Cheryl Dodson

Treasurer

Kathryn (Katie) Thompson, MAI

Secretary

Dominic Landretti, MAI

Directors

Angela Kwasny

Garrett Warner

Mike Esser, SRA

LDAC 2013

By Angela Kwasny

In May 2013 our chapter sent three appraisers, Dominic Landretti, MAI, Michael Esser, SRA, and Angela Kwasny to the Leadership Development and Advisory Council (LDAC) in Washington, D.C. LDAC is an annual meeting of appraisers from around the country and the world to provide leadership training and discuss the future of the Appraisal Institute. In addition, it provides an opportunity to lobby on Capitol Hill regarding current legislation pertaining to the appraisal profession.

The two legislative topics this year included Conservation Tax Incentives and the Financial Institutions Examination Fairness and Reform Act. Many noncash charitable contributions involve real property, including donations relating to conservation. The U.S. tax code currently supports such donations - known as enhanced conservation easement tax incentives - through a tax deduction that relies on qualified appraisals prepared by qualified appraisers. The tax incentive supports voluntary landowner-led conservation on millions of acres of important wildlife habitat, farmland, and scenic open space across the country. Without Congressional action, these tax incentives are set to expire at the end of the year.

Senators Max Baucus (D-MT) and Orrin Hatch (R-UT) recently introduced S. 526, the Rural Heritage Conservation Extension Act. Representatives Jim Gerlach (R-PA) and Mike Thompson (D-CA) have pledged to do the same in the House of Representatives. We lobbied on behalf of our members to encourage our Senators to support this bill, and for our Representatives to co-sponsor the House companion bill.

The second topic has less momentum at this time, but it is still an important issue. The Financial Institutions Examination Fairness and Reform Act H.R. 1553/S.727 is a bill that intends to promote consistency of bank examinations and due process, and enhance consistency in the interpretation and understanding of bank examination guidelines and regulations. Within the realm of appraisal, bank appraisal departments and appraisers themselves have often faced inconsistent interpretations of the Interagency Appraisal and Evaluation Guidelines.

The Appraisal Institute supports the overall goals of H.R. 1553/S.727, one area of concern relates to Sec. 1013 (a) (3) of the legislation, which we fear will unnecessarily tie the hands of bank examiners in protecting safety and soundness. The bills would prohibit any reappraisal of a performing loan even if examiners identify safety and soundness concerns. "Performing loan" is not currently defined in regulation or guidance, which further complicates the issue.

We believe bank examinations would be made more consistent through the establishment of clear value definitions. Specifically, bank risk assessment of troubled loans would be enhanced greatly by obtaining both Market Value and Liquidation Value under commonly accepted definitions. While Market Value is essential to understand the position of the credit, Liquidation Value can enhance the decision making of banks during loan workouts by establishing worst case scenarios for the bank. This is essential to making determinations on whether it is better to foreclose on the property or conduct a loan workout.

The Appraisal Institute urges this bill be amended to make it consistent with federal regulations, allowing examiners to order new appraisals to protect safety and soundness. In addition, we support the establishment of federal bank regulation polities relating to the use and definition of "liquidation value", encouraging its use in loan workouts, but prohibiting loans from being marketed down to liquidation value.

Besides lobbying on Capitol Hill, the conference included four breakout sessions where we discussed topics to help the Strategic Planning Committee (SPC) shape the future of the Institute. The format of the sessions is a forum to openly discuss the specified topic. The four topics were: Services Beyond Point-in-Time Valuation, Evolve Beyond General and Residential Distinctions, Achieving Peer Level Acceptance, and Updating the Appraisal Institute Value Proposition. The general theme of the sessions revolved around how to increase the demand for valuation services, specifically by members of the Appraisal Institute. The breakout sessions involve about 25 participants and last about two hours. Each session topic is summarized and the group formed ideas are presented to the SPC for consideration. Many of the ideas created in the sessions have and will be used to better the Institute. The breakout sessions are a rare and invaluable opportunity to hear the opinions of appraisers across the country (and some international) regarding the profession and the Institute.

In closing, we would like to thank you for sending us to represent our chapter. LDAC is a unique opportunity to obtain leadership training, network with appraisers from around the country, and lobby on Capitol Hill. We found the experience to be one of the most positive of our careers. Over the past few years our chapter has sponsored three attendees; with a first year, second year, and third year attendee. Anyone interested in attending LDAC for the first time next year may contact Jason Teynor, MAI.



CONTINUING EDUCATION REQUIREMENTS

Kevin Dumman, MAI

As most of you already know we are once again reaching the end of another appraisal license renewal period in Wisconsin and Illinois. Hopefully everyone is current in their continuing education requirements. In addition, those people that are members of the Appraisal Institute must also fulfill the new continuing education requirements AI established in 2010. Since all of this can be difficult to keep track of, we have compiled a brief synopsis of the current continuing education requirements for the Appraisal Institute, State of Wisconsin, and State of Illinois.

Appraisal Institute

Beginning July 1, 2010, Candidates for Designation and Practicing Affiliate members will have a 70-hour continuing education (CE) requirement over the course of their five-year Appraisal Institute CE cycle. Practicing Designated members must complete 100 hours of continuing education for every five-year cycle.

The CE requirement for members can be fulfilled in the following manner:

Three Required Courses

The following three courses must be taken during every five-year CE cycle and credit for these courses counts toward the requirement:

USPAP - Beginning July 1, 2010, this course will be accepted three times per cycle (previously, USPAP was only accepted two times per cycle).

Business Practice & Ethics

Appraisal Curriculum Overview (ACO)

Residential Associate Members may take **one** of the following to fulfill the ACO requirement:

- Appraisal Curriculum Overview 1-Day Course OR Appraisal Curriculum Overview 2-Day Course
- Real Estate Finance, Statistics and Valuation Modeling
- Litigation Certificate Program
- An Appraisal Institute Level II Curriculum Course

General Associate Members may take **one** of the following to fulfill the ACO requirement:

- Appraisal Curriculum Overview 2-Day Course
- Valuation of Conservation Easements
- Appraising Historic Preservation Easements
- Litigation Certificate Program
- An Appraisal Institute Level II Curriculum Course

Please note: A course may not be repeated in subsequent cycles, unless the education program has been substantially revised.

Continuing education requirements and cycles can be checked on the Appraisal Institute website at www.appraisalinstitute.org in the members only section under continuing education.

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CONTINUING EDUCATION REQUIREMENTS, CONT.

State of Wisconsin

Licensed, Certified Residential, & Certified General Appraiser

Continuing Education	28 hours of approved continuing education must include the 7-Hour USPAP Update course. Completion of the 15 -Hour USPAP course can be used for qualifying education or general continuing education hours only. It does not satisfy the requirement to complete the 7-Hour National USPAP Update Course.
Renewal Period	Biennium from 12/15/odd year – 12/14/odd year
Fee	\$210 license renewal + \$40 national registry fee

The requirements can be found online on the Wisconsin Department of Regulation and Licensing website at dsps.wi.gov under the license renewal tab.

State of Illinois

Associate Real Estate Trainee Appraiser, Certified Residential, & Certified General Appraiser

Continuing Education	28 hours of approved continuing education must include the 7-Hour USPAP Update course.
Renewal Period	Biennium from 9/30/odd year – 9/29/odd year
Fee	\$315 (includes national registry fee) for Certified Residential and Certified General, \$210 for Associate Real Estate Trainee Appraiser

The requirements can be found online on the Illinois Department of Financial & Professional Regulation website at <http://www.idfpr.com>.

We hope this has been helpful and can be used as a guide in your continuing education planning for this and future renewal periods. If you still need additional continuing education for this renewal period the Wisconsin Chapter of the Appraisal Institute has several offerings scheduled that are approved for state continuing education requirements.

FIRST QUARTER 2013 WISCONSIN CHAPTER STATISTICS

Count by Category and Chapter – Q1 2013

Chapter	MAI	SREA	SRPA	SRA	RM	General Candidate	Residential Candidate	Practicing Affiliate	Affiliate	Total
Wisconsin	64	0	14	67	0	49	10	109	16	329

“CATCH A DRINK”

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



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

**Thursday,
August 22, 2013**

5:00 p.m. - ?

Trysting Place Pub
N71 W12980 Appleton Ave.
Menomonee Falls, WI 53051

From Hwy. 41/45 Exit Good Hope Road and drive West. The Trysting Place Pub is on the Southeast corner of Good Hope and Appleton Ave. in the Apple Run Center.

*We hope you'll
join us!*

REGISTRATION PREFERRED

Please e-mail Angie Kwasny at 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
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

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Name: _____

Address: _____

City, State, ZIP: _____

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

E-mail: _____