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Institute®**

*Professionals Providing
Real Estate Solutions*

*The
Wisconsin
Chapter*

MESSENGER

<http://www.wisai.com>

NOVEMBER 2010

PRESIDENT'S COLUMN

Michael J. Brachmann, SRA

Greetings Chapter members, the fourth quarter is now upon us and I hope it finds you well. It has been an eventful year, which will provide future challenges and opportunities to the incoming leadership and members.

The past year has seen highs and lows. The beginning of the year saw the death of a state mandated licensing bill, which with any luck will be a mute point when the federal financial reforms are implemented. Mid-year brought a dispute between AI and the Appraisal Foundation, with the AF intending to impose sanctions on AI. As a result our leadership concluded it was in the best interest of the organization and its members to withdraw its sponsorship of the Foundation.

In the short term, this action will result in some increased costs to members with regards to obtaining USPAP in particular. In the long term, this action emphasizes and makes known the importance, ability and necessity of AI to promote the interests of its members without the influence, direction or approval of outside parties, which may be contrary to the mission of AI. I believe our leadership took the proper action to maintain the independence of the organization.

In the final quarter of the year, I highly recommend that you review the core competency model which is in 45-day notice and available on the website. It is a model utilized by other professional organizations, and it provides the AI with the ability to attract additional non-traditional members and professionals, who may not be directly involved in real property. This action also appears to represent a long term benefit to the AI.

Mark your calendars for November 11, 2010! We will be presenting our Year-in-Review Symposium. Invite your co-workers, colleagues, clients, lenders, other members and nonmembers. It is a highly informative presentation by appraisers and

market participants as to the state of various segments of the industry. We were fortunate to retain Joe Magdziarz (Mags) as our keynote speaker. Joe is the incoming president of the Institute, and if you've ever had him as an instructor or heard him speak, you know of his intelligence and expertise, on top of the fact that he tells a great story.

As this is my final column, I wish to thank everyone who assisted me over the course of the year, you are too numerous to mention individually, and have my sincere thanks. Thank-you to Chris and Doug, (Heather-for your patience) at WAM for your attention to detail. I want to thank my fellow officers, directors and committee heads of the Wisconsin Chapter. Without your constant attention to chapter activities and matters, none of what we do would be possible. Your enthusiasm and dedication bode well for the chapters' future.

As the year comes to an end and the holidays approach, we will all be pressed for time and balancing work and family. Keep in mind that when it's all said and done, which do you think you'd want to spend more time with? My best to all of you always.

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Office Hours:

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

TREASURER'S REPORT

The Chapter funds as of 09/30/10 are:

Primary Checking Account:	\$17,713.50
Money Market Account:	\$25,198.33
CD Account:	\$25,183.02
 Total funds balance:	 \$68,094.85

BOARD MEETING MINUTES

August 30, 2010

President Mike Brachmann called the meeting to order at 5:05 pm at the office of Wisconsin Association Management, 11801 W. Silver Spring, Milwaukee, WI.

Members Present

Katie Thompson, Tom Swan, Tim Warner, Elizabeth Goodman, Cheryl Dodson, Dominic Landretti, David Thill, Jason Teynor Ryan Gieryn and Bill Sirny was in attendance via conference call. Chris Ruditys on staff was also in attendance.

Secretary's Report

The minutes from the May 26, 2010 meeting were approved (Motion, Warner, 2nd Thompson) with unanimous approval.

Treasurer's Report

Tom Swan reviewed the financials through July 31, 2010 and provided an overview of expected outcome. Tom mentioned that it was important for Board members to support the education offered based on the fact that we are the catalyst for the offerings. Instructor fees are as high as \$3,000 for a day class, so enrollment is important. The financial report through July 31, 2010 was approved. (Motion, Goodman, 2nd Warner) with unanimous approval.

Education Report

Katie reported that we would have an USPAP update class along with two spotlight classes on Oct. 5-6 and a Commercial Review class on October 26th. The Year in Review Symposium was the big discussion and the date has been moved to the month of November rather than December to accommodate the keynote speaker. Speakers are still needed for retail, office and multi-family. Katie will work with a few of the Board members as well as staff to obtain this year's

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BOARD MEETING MINUTES (Continued from Page 2)

speakers. Some Board members thought it would make sense to change the format, but it was decided to keep the same for this year.

Legislative Update

Mandatory licensing is on hold for now, but will most likely be brought up in the next session.

New Business

Nominations - Everyone that won elections were congratulated for 2011 and phone calls have been made by Mike Brachmann.

Associates - Jason Teynor was elected to chair the Associates Committee and is working on some ideas to engage the group.

Adjournment

Motion, Warner; 2nd Tom Swan; 6:03 pm.

Respectfully Submitted,
Christopher Ruditys

Executive Director, Wisconsin Chapter of the Appraisal Institute

GENERAL MEMBERSHIP MEETING MINUTES

August 30, 2010

President Mike Brachmann called the meeting to order at 6:05 pm at the office of Wisconsin Association Management, 11801 W. Silver Spring, Milwaukee, WI.

Members Present

Katie Thompson, Tom Swan, Tim Warner, Elizabeth Goodman, Cheryl Dodson, Dominic Landretti, David Thill, Jason Teynor Ryan Gieryn. Jeff Smyth was also present along with Chris Ruditys on staff.

Secretary's Report

The minutes were approved as presented. (Swan, 2nd Warner)

Association Business

The only discussion centered on the Appraisal Foundation's Board of Trustees actions against the Appraisal Institute. The members did ask how we could better serve the members of the organization through our education.

Adjournment

Motion, Teynor, 2nd Thompson; 6:17 pm.

Respectfully Submitted,
Christopher Ruditys

Executive Director, Wisconsin Chapter of the Appraisal Institute

2010 UPCOMING COURSES & SEMINARS

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

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

Date	Course/Seminar
November 11	Year In Review Symposium
November 16	AI/ABA Telephone Briefing: How to Use Market Data: Solutions for Hard Value CRE Assets

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

QUESTIONS?

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

Specific dates and locations will be published as they become available.



COMPASS POINT CONSULTING LLC
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YEAR IN REVIEW SYMPOSIUM

Join professionals in the appraisal and real estate industries as they recap the year 2010.

The Wisconsin Chapter of the Appraisal Institute is pleased to once again present the **Year In Review Symposium** on **Thursday, November 11th** at the WCAI Office from 12:30-3:30 p.m. The Annual Holiday Party will take place after the symposium from 3:30-4:30 p.m.

This year's speakers are:

Joseph C. Magdziarz, MAI, SRA, President at Appraisal Research Inc., President Elect of the Appraisal Institute
Keynote Speaker

Scott A. Chapko, Lauenstein and Associates
Multi-Family & Condo Market

Todd Delahunt, The Nicholson Group LLC
Industrial Market

Peter A. Glaser, CB Richard Ellis
Retail Market

Daniel J. Jessup, CCIM, Grubb & Ellis|Apex Commercial
Office Market

Andrew H. Kessenich, CRE, D.L. Evans Company
Retail Market

Stephen C. Lauenstein, MAI, Lauenstein & Associates
Multi-Family & Condo Market

Don Lindeman, Mandel Group
Multi-Family & Condo Market

Brian Parrish, MBA, The Dickman Company
Industrial Market

Michael J. Tompkins, The Nicholson Group LLC
Office Market

Daniel T. Wilkins, Lauenstein and Associates
Multi-Family & Condo Market

This symposium has been approved for 3-hours of Appraisal Institute continuing education credit.

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by:**



CLASSIFIED: BUSSEN COMPANY, located in Madison, Wisconsin, has a position available for an experienced commercial appraiser. We offer a competitive fee split; access to a health insurance plan; top-of-the-line computers, software, equipment, subscription services and the necessary tools of the trade for appraisers to be efficient and maximize their billings. We offer exposure to a wide range of property types and clients and strive to create a stimulating work environment. Interested candidates can submit their resume to Andrew G. Bussen, MAI at abussen@bussencompany.com.



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!



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. 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: _____



Associate Membership Application

Associate Membership is open to appraisers who are performing work identified by the Uniform Standards of Professional Appraisal Practice (USPAP). Please complete all sections of the application to ensure prompt application processing.

Return to:

Return completed application to Appraisal Institute, 550 W. Van Buren St., Suite 1000, Chicago, Illinois 60607; fax to 312-335-4146. Questions? Contact the Associate and Prospective Member Services Center at 312-335-4111 or email associate@appraisalinstitute.org.

Category

Associate Membership is open to individuals who are performing work identified by the Standards of Professional Appraisal Practice. Please complete all sections of the application to help facilitate prompt application processing. For individuals who hold a trainee or equivalent license or are seeking such a license, please see the application for Trainee Associate Membership.

I am applying for (choose one):

- General Associate Membership – not pursuing designation
- Residential Associate Membership – not pursuing designation
- General Associate Membership – pursuing MAI designation
- Residential Associate Membership – pursuing SRA designation
- Dual Associate Membership – pursuing both MAI and SRA designations

Please check all boxes that apply:

- I am currently an Appraisal Institute designated or associate member. Member number: _____
- I was previously a Designated Member, Associate Member, or Candidate with the Appraisal Institute or one of its predecessor organizations.

2009 Membership Dues

Membership will be come effective upon receipt of dues payment and acceptance into membership. Membership dues for Associate Members are \$295. Members joining between January 1 and October 31 have prorated dues. Members joining after November 1 will be charged the full dues amount for the upcoming year.

Chapter: Wisconsin	
National Dues	\$221.25 (Pro-Rated)
<hr/>	
Total Amount	\$221.25

Dues Payment Method

- Check
- VISA
- MasterCard
- American Express

Card Number _____ Expiration Date _____

Signature _____

Identification

Mr./Ms. _____

Last _____ First _____ Middle Initial _____

Home Address _____ City/State/Zip _____

Company Name _____ Title _____

Business Address _____ City/State/Zip _____

Home Phone _____ Business Phone _____

Fax _____ E-mail _____

Maiden Name _____ Date of Birth _____

Preferred Mailing Address Home Business

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How did you hear about us? Education Program Mailing/email Appraisal Institute Publication
 www.appraisalinstitute.org Local Chapter Other: _____
 Member Referral - name of recruiter: _____

Good Moral Character

All Members of the Appraisal Institute must have good moral character, which is honesty, truthfulness, and respect for the law. Please answer the following questions:

- Are you currently under indictment for, or have you ever been convicted of, any criminal offense, either misdemeanor or felony? Yes No
- Are you currently the subject of any regulatory proceedings, or have you ever been disciplined, or had a license, certification, or registration suspended, revoked, or denied by a regulatory agency? Yes No
- Are you currently the subject of a civil proceeding in which you are alleged to have acted or failed to act in a manner reflecting negatively on your honesty, truthfulness, or respect for the law, or have you ever been the subject of a civil proceeding in which a finding has been made that reflects negatively on your honesty, truthfulness, or respect for the law? Yes No

If the answer to any of the above questions is "Yes," please attach a full description and copies of the official documents setting forth the allegations (e.g., indictment, complaint) and the results of the proceedings (e.g., judgment, decision).

Agreements of the Applicant

I hereby apply for admission to Associate Membership in the Appraisal Institute. In making this application and in consideration of review of my application:

1. I agree to abide by the Appraisal Institute's Bylaws, Regulations, Standards of Professional Appraisal Practice, and Code of Professional Ethics, now and as they may be amended in the future, as well as such policies and procedures as the Appraisal Institute may promulgate from time to time. I understand that the Appraisal Institute's Regulation No. 1 and the MAI Procedure Manual set forth requirements and procedures relating to admission to General Associate Membership and MAI Membership, and that the Appraisal Institute's Regulation No. 2 and SRA Procedure Manual set forth requirements and procedures relating to admission to Residential Associate Membership and SRA Membership.
2. I agree to immediately disclose to the Associate and Affiliate Member Services Department any circumstances and events occurring after the date of submission of this application that may have a bearing on my moral character.
3. I understand and agree that if I am convicted on or after the date of this application of a crime committed prior to this application, I will be subject to discipline pursuant to the Appraisal Institute's Regulations.
4. I understand and agree that the Appraisal Institute may investigate my moral character and I consent to such investigation.
5. I understand that if I was subject to any pending peer review proceedings when any previous candidacy, affiliation, or membership with the Appraisal Institute or its predecessor organizations ended, these proceedings may be reopened if I am readmitted or admitted to associate membership.
6. I understand and agree that if my application for admission to Associate Membership in the Appraisal Institute is approved:
 - a. I will become an Associate Member of the Appraisal Institute.
 - b. I will only refer to myself, both orally and in writing, as an "Associate Member" of the Appraisal Institute, which term is not a professional designation and may not be abbreviated.
 - c. I will use the title "Associate Member" only in conjunction with my name and not in connection with the name, logo, or signature or any firm, partnership, or corporation.
 - d. If I refer improperly to my membership, I may be subject to disciplinary proceedings conducted pursuant to the Appraisal Institute's Regulation No. 6.
7. I IRREVOCABLY WAIVE ANY CLAIM OR CAUSE OF ACTION AT LAW OR EQUITY THAT I MIGHT HAVE AT ANY TIME AGAINST THE APPRAISAL INSTITUTE, ITS BOARD OF DIRECTORS, OFFICERS, COMMITTEE MEMBERS, CHAPTER MEMBERS, EMPLOYEES, MEMBERS OR OTHER PERSONS COOPERATING WITH THE APPRAISAL INSTITUTE, EITHER AS A GROUP OR AS INDIVIDUALS, FOR ANY ACT OR FAILURE TO ACT IN CONNECTION WITH THE BUSINESS OF THE APPRAISAL INSTITUTE AND PARTICULARLY AS TO ACTS IN CONNECTION WITH: (1) DENYING THIS APPLICATION FOR ASSOCIATE MEMBERSHIP; (2) DENYING ME CREDIT FOR ONE OR MORE DESIGNATION REQUIREMENTS; AND (3) CONDUCTING PEER REVIEW PROCEEDINGS, INCLUDING BUT NOT LIMITED TO THE TAKING OF DISCIPLINARY ACTION AGAINST ME.
8. I represent and certify that, to the best of my knowledge and belief, all the information contained on this application is true and accurate. I understand and agree that if I have made any false statements, submitted false information, or failed to fully disclose information requested in this application I will be subject to discipline pursuant to the Appraisal Institute's Regulations.

Signature _____ Date _____ Promotion Code _____

Upon acceptance to Associate Membership, confirmation will be sent via email. Please allow 5-10 business days for processing of completed application.

Note: Upon acceptance to Associate Membership, an appropriate portion of your national Associate Member dues will be allotted to your yearly subscriptions to Appraisal Institute publications. Dues are not considered charitable contributions for federal income tax purposes; however, they may be deductible by associate members as an ordinary and necessary business expense.

Nondiscrimination Policy

The Appraisal Institute advocates equal opportunity and nondiscrimination in the appraisal profession and conducts its activities in accordance with applicable federal, state and local laws.

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Date of Dep.	Acct. Number

03/03/2009