



**Appraisal
Institute®**

*Professionals Providing
Real Estate Solutions*

*The
Wisconsin
Chapter*

MESSENGER

<http://www.wisai.com>

OCTOBER 2011

PRESIDENT'S COLUMN

Tim Warner, MAI, SRA

Autumn has begun and we have already shifted gear from summer to having the kids back to school, a busier schedule at home, football season and so much else.

In mid-August I attended the Appraisal Institute National Conference in Las Vegas. This was the first national conference in almost ten years. After that many years, a realization of the benefits of a national get-together resulted in the leadership's decision to begin an annual national conference again. Besides meetings for all the various committees and governing groups, there were presentations and seminars during the conference. The PowerPoint presentation slides for most of these seminars are available on the Appraisal Institute website. I always find the most entertaining facet of my attendance to be meeting and talking with other members. I have met many appraisers that are so interesting and provide something I can take back. These were appraisers that specialize in citrus groves, water rights, or timber cruising. I also would learn about the office market in Washington D.C, or how an appraiser in southern California sees their local market currently, or these appraisers' views on how they approach appraising a specific property or property type.

The major news I want to relate, however, is the Institute's plan to change the MAI designation process. In a nutshell, what is proposed is a plan to change the associate member status to a candidate status. This may sound familiar to older members because it is similar to the way we acquired our MAI designations. This new approach, however, is proposed to be much more structured in the form of an agreement with dates certain that candidates must agree to meet in terms of education and the demonstration report to attain MAI designation status. The Institute will agree to provide a mentor and the necessary resources while the candidate agrees to meet the requirements in the agreed time frame. A structured demonstration report course or "lock-in" almost identical for the MAI designation to what is currently being offered for the SRA designation is awaiting final approval.

A lot of time and thought has gone into these changes and were presented at the national conference. In fact, most of the time for this presentation was spent on the "why". The Institute is serious about wanting you designated and wants serious participants for this process. It was emphasized that this is not a reduction on quality. All candidates will still need all the education requirements. Every course for designation has been rewritten very recently and they are not any easier. All candidates will still have to pass the two day comprehensive exam. This is all about

refocusing to a very structured process that will require a serious commitment. More details are forth coming. A presentation that will detail all this information is being prepared for release to all members.

On a very related topic, on September 19th through the 23rd, our chapter sponsored the Advanced Market Analysis and Highest and Best Use course at the Silver Spring meeting site. On Tuesday, I had a chance to talk to a good number of attendees at the most recent, near famous, Catch A Drink get-together that Angie Kwasny has spearheaded during this year. I am inserting a shameless plug here. The last scheduled Catch A Drink is on October 4th at the Butler Inn. Hope to see you all there! But back to what I heard from the course attendees. I was really taken by their enthusiasm. There is really no other word. This course has been rewritten three times in as many years. Whatever they did is evident to these students. Several attendees told me that this was the best course they had taken and all agreed the instructors are absolutely top notch. Out-of-town attendees talked about the lunch, light breakfast and break snacks included, the convenience of having the hotel right across the parking lot, and the quality of the class room. I was told "you really have to tell people about this."

Several of the attendees asked about the possibility of the Wisconsin Chapter sponsoring more of the required courses over the next several years principally because it makes economic sense for such a good qual-

(Continued on Page 2)

IN THIS ISSUE . . .

Treasurer's Report	2
2011 Upcoming Course & Seminar Schedule	3
Magazine Back Issues	3
Appraisal Institute Online Education	3
"Catch a Drink" with WCAI	4
Advertising Opportunities Available	5
Associate Member Application	6-7

2011 OFFICERS & DIRECTORS

President

Timothy Warner, MAI, SRA, MS(262) 784-3985
Brookfield, WI

Vice President

David Wagner, MAI(414) 274-1660
Milwaukee, WI

Secretary

Stephen Lauenstein, MAI(414) 732-2880
Mequon, WI

Treasurer

Tom Swan(715) 228-3540
Coloma, WI

Past President

Michael Brachmann, SRA(262) 251-4848
Menomonee Falls, WI

Directors

Todd Delahunt(262) 369-5400x25
Hartland, WI

Cheryl Dodson(262) 820-6723
Sussex, WI

Matt Gehrke(262) 782-8680
Lisbon, WI

Ryan Gieryn(262) 677-9092
West Bend, WI

Dominic Landretti(608) 836-3406
Oconomowoc, WI

Bruce Perchik, MAI(608) 274-4141
Madison, WI

David Thill(414) 861-9606
Mequon, WI

Kathryn Thompson(262) 744-0070
Richfield, WI

Associate Liaisons

Elizabeth Goodman(414) 529-5755
Greenfield, WI

Kathryn Thompson(262) 744-0070
Richfield, WI

Chapter Office / Executive Director

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

Office Hours:

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

TREASURER'S REPORT

The Chapter funds as of 8/31/11 are:

Primary Checking Account:	\$27,353.20
Money Market Account:	\$28,394.58
Advocacy Fund:	\$3,940.24
Investments:	\$7,620.52
Total funds balance:	\$67,308.54

PRESIDENT'S MESSAGE

(Continued from Page 1)

ity of course offering. This is what I want to write about next. I know from being on the chapter Board of Directors for the last several years that the chapter does really want to offer as many of these courses as possible. The sticking point is the unknown of attendance. These week long, advanced, courses are expensive to put on. The major expense is instructor fees and Institute course materials and the chapter has no control over these as they are fixed. The chapter always takes a risk that we won't get the necessary number of attendees. As long as I have been on the Board of Directors, the chapter has lost money on just about every week long, higher level, designation level course. The only sources of revenue for the chapter to cover these expenses are the amount the chapter receives in dues split and what extra we can clear from the well attended Condemnation and Year-In-Review seminars. So the Board of Directors usually limits the chapter's loss exposure to one or, maybe two, week long course offerings per year.

What I am proposing is that the associates (likely soon to be candidates) need to get together at least fifteen of you to make an attendance pact. You can pick the courses. We can do them in any order you wish. We can get the best instructors and offer the best education bang for the buck, but it will take your involvement and commitment. Talk to Katie Thompson, the chapter Education Chair, who has done an incredible job over the last two plus years. A note to the designated members, there are plans a-foot to make taking an advanced level course part of the continuing education cycle. So you might want to start looking at some of these courses because you may be in one of them in the not-to-distant future.

Lastly, as I was driving home Tuesday night I was thinking about the course attendees. These associates are stand up. They are taking responsibility for their future through the positive action of attending this course. And they were obviously getting something out of it. I am sure that just about everyone of them could have pulled an excuse for not attending but they were there. All we can do at the chapter, and up at national, is make the best of what we have available. Over the years, I have had a chance to see those who got their designation and those who tell about why they haven't gotten designated. Usually it comes down to just making a decision and taking on the commitment. It is that simple - but it is effective.

Hope to see you at one of several courses next year.

2011 UPCOMING COURSES & SEMINARS

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

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

Date	Course/Seminar
October 4, 2011	Business Practices and Ethics (7 Hr.)
October 21, 2011	USPAP Update (7 Hr.)

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.*

BACK ISSUES

of Appraisal Journal, Valuation Insights and The Real Estate Appraiser and Analyst

Ralph Murphy, SRA has issues of the Appraisal Journal and the Valuation Insights and Perspectives magazine along with issues of the Society of Real Estate Appraiser's Appraiser and Analyst magazine (these go back to 1987 and continue up to the merger between SREA and AIREA) that someone can have if they have any interest. He is aware that any designated and associate members have these publications but there may be some newer members who would like to previous issues prior to when they joined AI. There is a wealth of information available.

Anyone interested should contact Ralph at 262-352-9130 to see if the back issues are still available.



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



**Appraisal
Institute®**
*Professionals Providing
Real Estate Solutions*

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!

“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!



**Appraisal
Institute®**

*Professionals Providing
Real Estate Solutions*

Members are responsible for purchasing their own meals, drinks, etc.

Thursday, June 16, 2011

5:00 - ?
Capital Brewery
7734 Terrace Avenue
Middleton, WI
www.capital-brewery.com

Monday, August 1, 2011

5:00 - ?
The Butler Inn
12400 West Hampton Avenue
Butler, WI
www.thebutlerinn.com

Tuesday, September 20, 2011

5:00 - ?
Mo's Irish Pub
10842 West Bluemound Road
Wauwatosa, WI
www.mosirishpub.com

Tuesday, October 4, 2011

5:00 - ?
The Butler Inn
12400 West Hampton Avenue
Butler, WI
www.thebutlerinn.com

REGISTRATION PREFERRED

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

LOOKING FOR ARTICLES

Do you have an article that you'd like to see in the WCAI *Messenger*? If so, please forward to Heather at heather@wamllc.net.



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: _____



Associate Membership Application

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 AI Service Center at 888-7JOINAI or email aiservice@appraisalinstitute.org.

Category

Associate Membership is open to individuals who are performing work identified by the Standards of Professional Appraisal Practice.

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 indicate your appraisal licensure status (choose one):

- General Certified Appraiser
- Residential Certified Appraiser
- Licensed Appraiser
- no appraisal license

State of licensure: _____ License number: _____ License expiration date: _____

For individuals who hold a trainee or equivalent license or are seeking such a license, please see the application for Trainee Associate Membership.

Please indicate your previous membership status:

- I am a new applicant to the Appraisal Institute
- I was previously a Designated member, Associate member, or Candidate with the Appraisal Institute or one of its predecessor organizations.

Per the membership Regulations, prior Associate members (including Trainee Associate members) seeking readmission must meet the Standards and Ethics requirements within the four (4) years prior to applying for readmission. Please indicate the date you have met BOTH portions of the requirement:

- Provide proof of passing the [15-Hour National Uniform Standards of Professional Practice \(USPAP\)](#) course/exam - Date Completed: _____
- Complete the Appraisal Institute course [Business Practices and Ethics](#) course - Date Completed: _____
- I am currently an Appraisal Institute Designated or Associate member applying for dual membership. Member number: _____

Were you recruited by an Appraisal Institute member:

- No
- Yes – Recruiter’s name: _____
Recruiter’s phone number: _____

2011 Membership Dues

Membership will be come effective upon receipt of dues payment and acceptance into membership. Membership dues for Associate Members are \$310. Members joining between February and November have prorated dues. Members joining after November will be charged the full dues amount for the upcoming year. *Once remitted, membership dues are non-refundable.*

Chapter: Wisconsin

National Dues \$310.00

Total Amount \$310.00

Dues Payment Method

- Check
- VISA
- MasterCard
- American Express

Card Number _____ Expiration Date _____

Signature _____

- YES, I would like to go paperless and receive future dues invoices via email**

Identification

Mr./Ms. _____

Last _____ First _____ Middle Initial _____

Maiden Name _____ Date of Birth _____

Home Address _____ City/State/Zip _____

Company Name _____ Title _____

(Continued on Page 7)

(Continued from Page 6)

Business Address		City/State/Zip	
Home Phone		Business Phone	
Fax		E-mail	
Preferred Mailing Address	<input type="checkbox"/> Home	<input type="checkbox"/> Business	
How did you hear about us?	<input type="checkbox"/> Education Program	<input type="checkbox"/> Mailing/email	<input type="checkbox"/> Appraisal Institute Publication
	<input type="checkbox"/> <i>www.appraisalinstitute.org</i>	<input type="checkbox"/> Local Chapter	<input type="checkbox"/> Other: _____

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 the subject of a pending criminal proceeding, 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:

- | | |
|--|--|
| <ol style="list-style-type: none"> 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: | <ol style="list-style-type: none"> 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. <ol style="list-style-type: none"> 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.