



# Field Notes

The Greater Oregon Chapter of the Appraisal Institute Official Newsletter

## President's Message: The Appraisal Institute and You

**Richard "Rick" Herman, MAI, SRA**

The Chapter serves many purposes and functions. It is a conduit for professional education and your Liaison with National. The system works. Many of you participated in a Town Hall meeting that the chapter conducted last spring. This was an open forum wherein membership was afforded the opportunity to express any and all concerns as to National AI and communi-



**Rick Herman**

cate those concerns through the chapter to National at the regional meeting that was held in Portland. In preparation for that meeting, the chapter conducted an on-line interview with all chapter members so that the your management team could have the broadest range of input and views. We took your message to the regional meeting and had relative success with the results. Accountability at the National level is now more transparent, thanks to the efforts of past presidents and your participation. The input presented at the regional meeting also had a meaningful impact as to NAR affiliation, which was rejected. The organization works when we all work together to help it work. If the effort is not

expended, there is usually a predictable and undesirable result.

That same process applies to our day to day business practices. I recollected many fond memories reading Spence Powell's' article he so graciously prepared for the last newsletter regarding "old guys". Prior to the day of the internet personal contacts and professional relationships was the only way that a professional appraiser could conduct business. There were no on-line resources, only the result of countless hours at the title plant and worn out shoes. Every assignment was a new adventure and challenge to find that one truly great comparable, which of course afforded bragging rights. The chapter at that time was a very cohesive and strong willed group who came together for a common purpose and goal, that being the creation of a professional support group that would facilitate our need to feed our families in an ethical and prideful manner. There is no question that the sharing and support demonstrated by my colleagues in the depression days of the 1980's was the only reason that many of

us are still here today. The chapter and its members were in many respects a life line that allowed us to help each other survive. Those who saw no benefit in chapter membership had a lonely and very challenging existence. Those who saw the benefit of belonging to the organization and contributed to it ultimately helped each other and the organization survive.

At this juncture, no one knows where the economy is headed. The real estate industry has many issues that occasionally seem insurmountable. While it is indeed difficult to develop a sustainable business plan in such a dynamic environment, there is nonetheless one constant in an ever changing universe; there is almost always a greater chance for success and sustainably if you are associated with a professional organization and others who are confronted with similar issues. At the end of the day, we are all in this together. Putting effort into your chapter and relationships with your colleagues will enrich your professional journey and afford an opportunity to productively share your concerns and ideas with others who are facing many of the same challenges and affect positive change.

## GOCAI Members Assist Local

### Habitat for Humanity

**Beth Aquilizan, SRA**

Roughly 15 years ago Chuck Fisher, SRA and David Goggin, MAI, SRA worked together to create a program whereby our Chapter members could contribute their professional expertise to providing appraisals for non-profit entities.

The program is still in operation and within the past year the Chapter was contacted twice by Habitat for Humanity with

requests for appraisal assistance.

Thanks to Dorina Grossman and Chris Courtney for the pro-bono work they have contributed. Thanks are also extended to the many other members who volunteered their services for these jobs as well. It is gratifying that this program continues to be successful due to the generous assistance of the fine members of this chapter.

## 2009 Installation of Officers Banquet and Awards Dinner

The banquet will be held Saturday, January 24, 2009 at the RiverPlace Hotel in Portland. Congratulations to the newly elected officers, Director and Region 1 Representative for our Chapter: President, Matthew Larrabee, MAI, Vice-President, Roxanne R. Gillespie, MAI, Treasurer, Carl N. Stillman, MAI, Secretary, Robert M. Greene, MAI, SRA, 1st Year Director, Kenneth L. Davis, Sr., MAI and Region Representative, Beth Aquilizan, SRA. Invitations will be mailed this month.

## Turn Economic Challenges into Opportunity with Appraisal Institute Education and Professional Development

**Terry O. Bernhardt, SRA**

When business slows, step forward and commit yourself to a course of self-improvement and continued professional development. Set yourself up to catch the inevitable “next wave” of new business. The Greater Oregon Chapter has developed an aggressive schedule of education and training for 2009, including several courses leading to the MAI and SRA designations. Now is the time to concentrate on these courses and experience review opportunities-- as we all know, doing so when business comes roaring back is difficult-to-impossible.

The first step to a designation, is a certified-level license—certified residential (or general) for the SRA, and certified general for the MAI.

Second is an experience review, requiring a one-stop 3,000 hour review for the SRA, and 4,500 hours of “specialized” (commercial) experience for the MAI.

The MAI requires both a comprehensive 2-day exam, and a commercial property demonstration report. The SRA has no demonstration report requirement, but a demo is an option. If not, the very popular “45-hour demo report alternative” is available—all of the lessons learned from the demo morphed into a “writing effective form report addendums” lesson. Our chapter is working to offer this 6-day class in the May, 2009, timeframe.

Lastly, the SRA requires either an associates’ degree or better, or a 21-semester hour array of certain business/econom-

ics classes. These can be obtained on-line from most community colleges. The MAI requires a four-year degree. If you were an associate member prior to January 1, 2005, these requirements may be waived. Please check the Appraisal Institute website at [www.appraisalinstitute.org](http://www.appraisalinstitute.org); “Designations/Credentials”, for details. The chapter has Associate Guidance Committees and Admissions Committees for both General and Residential Category memberships. Please call Aaron Brown, MAI, (General) at 503-363-5969, [aaron@jbbappraiser.com](mailto:aaron@jbbappraiser.com), or Terry Bernhardt, SRA, (Residential) at 503-781-7037, [bernhardt@valuationtrust.com](mailto:bernhardt@valuationtrust.com), for details.

## GOCAI Associate Member Receives National Scholarship

**Katherine J. Banz**

Each year the Appraisal Institute awards several members with the Minorities and Women Regional Scholarship. This scholarship is awarded to associate members who are active in appraising and need financial assistance to take Appraisal Institute courses leading to the SRA or MAI designations. Qualifying Appraisal Institute courses typically cost \$500 or more each. With appraisal firms offering a variety of education reimbursement packages, it is often difficult for members to incur the expense of more than one or two courses per year. One way to alleviate the financial burden of taking multiple courses in one year is to apply for a scholarship, either through a local chapter or the national office.

In October 2008, Georgine Gleason, a GOCAI associate member, was awarded the Minorities and Women Regional Scholarship for the General Report Writing and Valuation Analysis course. In order to achieve her goal of becoming a certified general appraiser in early 2009, it was necessary for Georgine to take four Appraisal Institute courses over the past year. Ms. Gleason was interviewed regarding the scholarship and her path to becoming a state certified general appraiser.

Real estate appraisal was not Georgine’s first career. Before gaining employment with Powell Valuation Inc (Salem) in 2005,

Georgine taught elementary school at Salem Academy prior to working in the food industry. Neither career was a good fit and Georgine embarked on a new career in real estate appraisal. She was interested in real estate but did not want to pursue a career as a broker, developer or title agent. Georgine took a few basic appraisal courses and decided to pursue appraising.

Shortly before starting work at Powell Valuation Inc, Georgine married Buddy Gleason. Within a year they had a baby boy, Sam, who recently turned two. Georgine’s career as a fee appraiser provides her with the flexibility needed to spend important time with her young son, including mid-day doctor appointments or changing daycare schedules.

In addition to the inherent flexibility of time, Georgine indicated that the ever-changing work keeps her interested and engaged. Each appraisal provides a new set of questions to be answered and methodology to employ. The continuing education required is also a perk for Georgine, who admits that she used to desire the life of a perpetual student; learning about various



**Georgine Gleason**

trades or careers. That desire for knowledge and continuing education is fulfilled by the various appraisal courses that are offered. Georgine is able to get a taste of school every now and then, yet is also able to hone her appraisal skills.

2009 is set to be a year of accomplishments for Georgine, both personally and professionally. In addition to achieving her state certified general certification,

Georgine, Buddy and Sam will welcome a new baby to their family in May.

The Appraisal Institute awarded 29 Minorities and Women Regional Scholarships in 2008. The funds for the scholarship come directly from the Appraisal Institute Education Trust. Hilary Richmond ([hrichmond@appraisalinstitute.org](mailto:hrichmond@appraisalinstitute.org)) coordinates the funding with Membership Diversity, reviewing applications on a quarterly basis. The first round of application reviews will occur in early January 2009. In order to be considered for the first quarter application review, please submit applications by the end of December 2008. The application can be found on-line at <http://www.appraisalinstitute.com/education/scholarship.aspx>.



## Global Valuation Standards Are Strengthened Through New International Boards

Brian A. Glanville, MAI

**The International Valuation Standards Council (IVSC) appoints boards to develop standards and best practice for valuers**

The International Valuation Standards Council (IVSC) announces the appointment of two new boards which will give a powerful boost to the oversight and implementation of global valuation standards. The International Valuation Standards Board (IVSB) and the International Valuation



Professional Board (IVPB) bring together the significant technical expertise of experienced valuation professionals from leading organisations across the globe.

Improving the quality and scope of international valuation standards will provide many benefits, including the better identification of investment or lending risk, improved confidence in financial reporting, and a more consistent approach to portfo-

lio and asset valuation. According to the Chairman of the newly appointed Standards Board, Chris Thorne, "The financial crisis has brought into sharp focus the need for better consistency and transparency in the valuation of business assets of all types. Regardless of how the numbers are used in constructing financial statements, there is no doubt that investors and the public generally will benefit from the disclosure of

objective and transparently derived values, especially in cross border transactions."

Where the Standards Board has the task of defining standards for the undertaking and reporting of valuations in consultation with providers, users and regulators, the Professional Board has been created to provide a focus for the currently disparate valuation profession around the globe. Its remit will be to promote the profession

generally and to benchmark educational and professional standards for valuation.

Brad Wagar, Chairman of the new Professional Board observed, "These are challenging times for people and capital markets the world over. What better time for the International Valuation Standards Council to advocate international valuation standards coupled with the enhanced education of, and implementation of best practices by, the world's valuation professionals?" Thomas D. Boyle, MAI, Chapter President in 1998 and Chapter member is one of the nine people in the world appointed to the new Standards Board. Brian A. Glanville, MAI, Past National Appraisal Institute President, Chapter President in 1991, and Chapter member has been appointed to the Professional Board.

The new Boards are to assume their responsibilities with immediate effect.

## GOCAI 2008 Scholarship Recipients

Michael Bernatz

The Greater Oregon Chapter of the Appraisal Institute is pleased to recognize the following scholarship recipients from 2008:

**Erica Dunn – Appraiser Assistant, Valuation Trust Corporation**

**Ashley Lacer – Appraiser Assistant, Stillman & Associates**

**Jory Wilcox – Appraiser Assistant, PGP Valuation, Inc.**

**Georgine Gleason – Appraiser Assistant, Powell Valuation, Inc.**

These individuals demonstrated outstanding commitment to professional growth within the commercial and residential real estate appraisal professions. Each person received a full tuition voucher to be used toward a chapter-sponsored Appraisal Institute course.

Historically, few members have been aware of the chapter's scholarship program. Any Associate member is encouraged to apply. Awards are provided based on need and/or merit. Preference is given to those Associates who have demonstrated progress toward meeting designation requirements.

The following is a general summary of the scholarship application guidelines:

- Each applicant must complete the GOCAI Education Scholarship application, which available on the Chapter website at [www.oregonappraisers.org](http://www.oregonappraisers.org).
- In addition, each applicant must provide a letter explaining why they are seeking an education scholarship. The letter should also highlight why the individual entered the appraisal profession and address the individual's future goals as an appraiser.
- Include a current resume and summary of qualifications highlighting interesting or complex assignments.

For more details, please contact the Scholarship Chair, Mike Bernatz, at 503-872-1025 or [mbernatz@ashforthpacific.com](mailto:mbernatz@ashforthpacific.com).

## The AI and the University: The College Connection

Matthew Larrabee, MAI

Despite the current slow times for many appraisers, the outlook for the future is bright. Our services will continue to be in demand by the giant financial services sector and there will always be a market for valuation services of all types. At the same time, our numbers will be dwindling through retirement and attrition. Thus many appraisers will be looking for new trainees in the not so distant future to meet the needs of their clients. Now is the time to consider how to improve the "gene pool" of new associates.

As in any line of work, appraisers want to hire the best candidate for the job. Training a new appraisal assistant involves substantial investment and risk. Therefore it is imperative that appraisers have the best candidates to choose from. As a profession, we need to think strategically. One question to consider is whether there are ways to attract a greater number of qualified, motivated people to our field. There are many bright and ambitious students on college campuses across the state who have



never heard of the profession of real estate appraisal and therefore will never consider it as a career path. It is time to raise our profile on campus.

The Greater Oregon Chapter has long had a close relationship with Portland State University. Tom Boyle, MAI, Bob Greene, MAI, and Matthew Larrabee, MAI have all taught courses on Real Estate Valuation at PSU.

Recently the chapter has strengthened those ties by offering two annual merit scholarships for students who have taken the valuation class and want to continue to pursue their interests in real estate. While Portland State has the leading collegiate program in real estate in the Northwest through its Center for Real Estate (a partnership of the Schools of Business Administration and Urban Studies), there is no reason to limit our awareness campaign to one school.

Starting in 2009 the Chapter will make strategic contacts with colleges and universities throughout the state. Through alumni organizations, through direct contact with faculty members and administrators,

through job fairs, and through placement centers, we will get the word out about the great field of real estate appraisal, and about the Appraisal Institute as the gold standard in appraisal education, training, and ethics. The students we reach out to should include finance majors, to be sure, but also writers and analysts such as English, History and Political Science majors, Economics majors, Mathematics majors, Technology majors, and creative types such as artists who are used to thinking outside the proverbial box.

What's in it for me, you might ask? When the time comes to staff up again, wouldn't you rather be able to pick from several well qualified and motivated applicants instead of sorting through many unqualified ones? Wouldn't you want to have the most capable future associates writing your reports? This is a strategic initiative that will take time, coordination and effort. Several of our members have already expressed interest in the project and we will be organizing this effort during the new year. If you have suggestions, advice, or contacts that we should know about, please let us know.





## 2008 Greater Oregon Chapter Governance

### PRESIDENT

Richard P. Herman, MAI, SRA

### VICE PRESIDENT

Matthew Larrabee, MAI

### TREASURER

Roxanne R. Gillespie, MAI

### SECRETARY

Carl N. Stillman, MAI

### PAST PRESIDENT

James D. Brown, MAI

### 2008 DIRECTORS

Sam V. Romanaggi, MAI

Aaron J. Brown, MAI

Kathleen E. Buono

### 2008 COMMITTEE CHAIRS

**GOV. AFFAIRS:** Douglas R. Rives, MAI

**PUBLIC REL.:** Steve Hotaling, MAI

**PROGRAMS:** Scott A. Henningsen, MAI

**EDUCATION COURSES:** Matthew Larrabee/Ernie M. Tischhauser

**SEMINARS:** Aaron S. Krueger

**FINANCE:** Roxanne R. Gillespie, MAI

**NEWSLETTER EDITOR:** Katherine J. Banz

**CHALLENGE EXAMS:** Paul H. Schaffner, MAI

**SCHOLARSHIPS:** Michael Bernatz & Terry O. Bernhardt, SRA

**ADMISSIONS, GEN.:** Aaron J. Brown, MAI

**ADMISSIONS, RES.:** Terry O. Bernhardt, SRA

**DEVELOPMENT & RETENTION:** Margot E. Hansen, MAI, Bill M. Jones, MAI

**ASSOC. GUIDANCE, RES.:** Sara A. Fraser, SRA

**EXTERNAL AFFAIRS:** Sara A. Fraser, SRA

**NOMINATIONS:** James D. Brown, MAI

**BYLAWS:** Sam V. Romanaggi, MAI

### EXECUTIVE DIRECTOR

Vicki Champ

#### The Greater Oregon Chapter of the Appraisal Institute

PO Box 573, OR 97308-0573

ph: 503-316-1979 – Fax: 503-364-1456

[www.oregonappraisers.org](http://www.oregonappraisers.org)

[aioregon@oregonappraisers.org](mailto:aioregon@oregonappraisers.org)

Field Notes articles to  
the above email address

## Meeting and Class Schedule 2008-2009

December 9	State of the Industry Seminar Multnomah Athletic Club, 1849 SW Salmon Street, Portland, OR
<b>2009</b>	
January 24	Installation of Officers Banquet RiverPlace Hotel, 1510 SW Harbor Way, Portland, OR
January 30	7-Hour National USPAP Update Course The Phoenix Inn & Suites, 9575 SW Locust Street, Tigard, OR.
February 17-20	Basic Appraisal Principles The Phoenix Inn & Suites, 9575 SW Locust Street, Tigard, OR.
February 23-24	15-Hour National USPAP Course The Phoenix Inn & Suites, 9575 SW Locust Street, Tigard, OR.
February 25-28	Basic Appraisal Procedures The Phoenix Inn & Suites, 9575 SW Locust Street, Tigard, OR.
March 3-6	General Report Writing & Case Studies The Phoenix Inn & Suites, 9575 SW Locust Street, Tigard, OR.
March 9	Introduction to FHA Appraising: What Appraisers need to know about HUD policies, procedures and 2008 roster eligibility. The Phoenix Inn & Suites, 9575 SW Locust Street, Tigard, OR.
March 10	REO Appraisal - Appraisal of Residential Property for foreclosure and pre-foreclosure The Phoenix Inn & Suites, 9575 SW Locust Street, Tigard, OR.
March 17-20	Residential Sales Comparison and Income Approaches The Phoenix Inn & Suites, 9575 SW Locust Street, Tigard, OR.
March 30	Evaluating Residential Construction The Phoenix Inn & Suites, 9575 SW Locust Street, Tigard, OR.
March 31-April 1	Evaluating Commercial Construction The Phoenix Inn & Suites, 9575 SW Locust Street, Tigard, OR.
April 3	Business Practices and Ethics The Phoenix Inn & Suites, 9575 SW Locust Street, Tigard, OR.
April 20-24	Advanced Sales comparison and Cost Approaches The Phoenix Inn & Suites, 9575 SW Locust Street, Tigard, OR.
May 1	7-Hour National USPAP Update Course The Phoenix Inn & Suites, 9575 SW Locust Street, Tigard, OR.
September 18	7-Hour National USPAP Update Course The Phoenix Inn & Suites, 9575 SW Locust Street, Tigard, OR.
September 22-25	Basic Appraisal Principles The Phoenix Inn & Suites, 9575 SW Locust Street, Tigard, OR.
September 28-29	15-Hour National USPAP Course The Phoenix Inn & Suites, 9575 SW Locust Street, Tigard, OR.
September 30-Oct. 3	Basic Appraisal Procedures The Phoenix Inn & Suites, 9575 SW Locust Street, Tigard, OR.
October 20-23	General Appraiser Income Approach (Part 1) The Phoenix Inn & Suites, 9575 SW Locust Street, Tigard, OR.
October 27-30	General Appraiser Income Approach (Part 2) The Phoenix Inn & Suites, 9575 SW Locust Street, Tigard, OR.
November 2-6	Advanced Income Capitalization The Phoenix Inn & Suites, 9575 SW Locust Street, Tigard, OR.
November 12-13	Residential Site Valuation and Cost Approach The Phoenix Inn & Suites, 9575 SW Locust Street, Tigard, OR.



Greater Oregon Chapter  
PO Box 573  
Salem, OR 97308-0573

## Field Notes

December 2008

