



**IOWA CHAPTER
of the Appraisal Institute**

***IOWA Chapter News
November 2010***



FROM THE PRESIDENT

Chris Jenkins, MAI

I am finishing out my term as 2010 president of the Iowa Chapter with mixed emotions. I am pleased with the accomplishments of our chapter this year and believe it is in good hands with the upcoming leadership. However, there are issues on the national level that give me cause for concern.

We once again had several great educational opportunities in the Iowa Chapter for 2010. Rich Hughes has done an outstanding job for many years selecting seminars and courses of interest to our members and needed for qualifying education. Thank you, Rich, for all your hard work. If there are specific courses or seminars you would like to see our chapter offer, please let Rich or Wayne know.

The chapter had extensive outreach to associate members this year. This was accomplished through the two Associate Workshops offered in Davenport and Des Moines and through direct personal contact with the associates. The goal of the outreach was to encourage associates on the path to designation, help with questions regarding the requirements, and inform them of the many resources available. I hope the associate members found this to be beneficial. Please feel free to contact the chapter Associate Guidance chairs if you ever have questions regarding the designation requirements.

We have also created a new website which will allow us to keep members more informed of chapter activities. If you have not already done so, please take a look at the new website.

Due to the success of our chapter, the board of directors has approved a discount for a chapter course offering in 2011. This discount will be in the form of a "coupon" for \$50 for each chapter member. More details can be found in this newsletter. Your continued support is vital to the success of our chapter, and the board strongly felt we should give something back to our membership which has helped put us in a strong position financially.

Although I am pleased with what our chapter has done this year, I do have concerns with the direction the Appraisal Institute is heading on a national level. I am writing this as I return from Miami where the joint regional meetings were held. The hot topic of discussion was the proposed Core Competency Model. This is a major change proposed for our organization. There are definitely issues which need to be addressed including the average age of our members. The average age of all members nationally is 51 while the average age of designated members is 61. Clearly, this should be a concern for the long term success of our great organization.

I spoke with several national board members at the meeting who are passionate about solving this problem and believe the Core Competency Model is a major step in doing so. I respect their opinion and do believe they are doing what they think is best for the future of the Appraisal Institute. However, much of the opposition to the model is because it results in designating members who do not have a college degree, have never completed an appraisal, and have not completed a demonstration report. There is already a path in place for college professors, which I support, so the primary groups of new designees under the new model would be real estate analysts. In addition, existing associate members who have not yet completed the demonstration report will have other alternatives available.

I understand the demonstration report is a challenging task, but for me it was by far the most educational part of the designation process. I learned many things preparing my demo report that cannot be taught in a classroom, on a test, or in a typical appraisal report. I am convinced there is no comparable alternative to the demo report in

the Core Competency Model. Many of the proponents of the demo alternatives indicated the demo report is too difficult for many associates to complete, and there needs to be alternatives for them to showcase their abilities. There is no question it is a challenge, but the demo report is not an insurmountable hurdle. Regardless of the outcome of this proposal, I encourage associates to work on their demo report and reap the educational benefits it offers.

There are many other concerns I have with the proposal in addition to the demo report alternatives. Based on my opinion regarding the proposal and on the overwhelming negative feedback I received from Iowa Chapter members, I voted against the proposal in the regional meeting. However, the Core Competency Model was approved in its entirety by Region II and by the national board of directors. I was surprised and disappointed by this outcome. It will be interesting to see how this plan is implemented. I encourage you to stay engaged in this issue and can only hope I will be proven wrong on what this means for the long-term perception of the MAI designation and our organization.

Other issues being considered at the national level include a restructuring of the organization and ongoing requirements for designated members to ensure they continue to produce quality work long after they acquire the designation. These are both in the early stages of consideration and more information will be coming.

Thank you for the opportunity to serve as the president of the Iowa Chapter for 2010. It has been a rewarding experience and I encourage you to get involved through the numerous committee, board and officer positions available.

I also want to thank Wayne and Sonja Hennessey for the outstanding work they do for our chapter. I have enjoyed working with them this year and greatly appreciate all their help. They are mentioned often, but their dedication and passion to the Iowa Chapter is incredible and is a major reason for our success.

Enjoy the newsletter and thank you for your continued support of the Iowa Chapter of the Appraisal Institute.

FROM THE EDUCATION CHAIR

Rich Hughes, MAI, SRA

Education For 2011

Next year's educational offerings have been scheduled and will be on the Iowa Chapter's website shortly. The schedule includes qualifying and continuing education classes for both residential and general appraisers. The required classes (USPAP, The Writing Seminar) will be offered several times next year across the state with a new location in Cedar Rapids.

We have also taken the feedback from the associate's workshop that was held earlier this year and scheduled several qualifying courses that will address their needs. For these qualifying education courses, we have contracted with some excellent instructors (Ted Whitman and Mark Ratterman). So even if you just need hours, these courses should be very informative.

We are still having some discussion concerning the Business Ethics and the Curriculum Overview course requirements. Right now the Business Ethics is tentatively scheduled for May and the Overview course may have to be taken on-line. We'll keep you informed of any changes concerning those requirements.

If you need hours and are short on time, be sure to consider the on-line courses and seminars. The list of offerings continues to grow and the on-line aspect gives you the opportunity to complete the offerings on your schedule.

FROM THE CHAPTER TREASURER

Rochelle Dietiker

On behalf of the Iowa Chapter Board of Directors, I want to thank all of our Iowa Chapter members who have continued to support the chapter by attending courses and continuing education seminars over the past years. Because of this strong attendance and support, it is possible for the chapter to continue to offer educational opportunities that are convenient and current.

On September 24th, a meeting for the Iowa Chapter of the Appraisal Institute was held in Cedar Rapids. At that meeting, the Board of Directors announced plans for the offering of a one-time \$50 education voucher (or discount) for its members. After further research, we have more information to share regarding this great opportunity!

- 1) One voucher code will be generated and disseminated to all members of the Iowa Chapter.
- 2) The voucher code can only be used once during the 2011 calendar year.
- 3) The voucher code/number will be sent by email to members sometime in January (the first class offered by the Iowa Chapter is in March).
- 4) It cannot be used for on-line education or for packaged courses. It can only be redeemed when registering online for in-class qualifying or continuing education offered by the Iowa Chapter.
- 5) The voucher can only be used by a chapter member in good standing, so please renew your membership early.

Please contact me at 319-351-2044 if there are questions regarding this opportunity. Thank you, and Happy Holidays!

FROM THE REGIONAL II DIRECTOR

Kevin M. Pollard, MAI

2010 has been an interesting year for the Appraisal Institute and the Iowa Chapter. This is my fourth (and final) year as a Regional Director, and I am looking forward to a little peace and quiet. I also served on the Strategic Planning Committee this year, but will most likely be moving to the International Relations Committee in 2011. The Iowa Chapter has been extremely well represented on the Board the past few years, and Shauna Elmer, SRA, will continue to serve as the Associate Member representative (even though she is now designated).

In 2011, Region II will be electing the Third Director to begin serving on the Board beginning in 2012. It is a five year commitment (one year as Third Director, two years as Vice-Chair, and two years as Chair). I urge anyone interested in the position to go to the Appraisal Institute's web site to view the qualification requirements. The Regional Nominating Committee is currently being formed, and will be seeking nominations early next year. I believe it is also necessary to fill out the Leadership Registry (on the AI web site) to be eligible. The Nominating Committee will inform potential nominees of all of the requirements.

At the recent Board Meeting in Miami, the Core Competency model presented by ADQC was passed. This was obviously somewhat controversial, but I think it will eventually prove to be best for the Appraisal Institute, and our members. It included additional alternatives to the demonstration report and experience requirements, as well as an alternative to the college degree requirement (but only until

December 31, 2013). The Candidate Member Project Team also had their plan passed by the Board, and I assume that it will be included in the next 45-day notice. I strongly recommend that Associates read the plan carefully – especially if you intend to get designated.

The Appraisal Institute is forging ahead with membership growth in the international arena, and we continue to designate MAIs in a number of countries. Valuation for Financial Reporting will also be a major issue in the future, and should significantly increase the need for real estate valuations.

I am still pushing the idea of developing a curriculum for universities to assist in structuring programs that will allow students to graduate with a substantial portion of the designation requirements completed. However, I only have one Strategic Planning Committee meeting left during my term, and may not be able to convince others that this is necessary to attract college students to enter the appraisal profession.

I had hoped to get the deadline for Associates to take Business Practices and Ethics extended, but did not have the opportunity to bring up the issue. This was an unfortunate situation, and I wish it had been brought to light earlier than it was. There is a six month period during which the course can be taken, and Associates who have been suspended can be reinstated.

In closing, it has been an honor to represent the Iowa Chapter at the Regional and National level. I would also like to thank the leadership of the Chapter for their support during my term on the Board. The Iowa Chapter is one of the most successful in Region II, in large part due to the efforts of the Officers and Board Members, and especially the work of Wayne and Sonia Hennessey, and Rich Hughes.

Don't hesitate to contact me if you have any questions or concerns.

Kevin M. Pollard, MAI
563-355-6606
kpmi@mchsi.com

FROM THE REGIONAL REPRESENTATIVE

Gary G. Weckerlin, Jr., MAI

On Tuesday, November 2nd, joint regional meetings were conducted in conjunction with XXV UPAV Congress and the Appraisal Institute's Annual Meeting. The event was held at Loews Miami Beach Hotel. In attendance and representing the Iowa Chapter were myself, President Chris Jenkins, MAI and Vice President/Regional Representative Heather Wren, SRA. Also in attendance from Iowa were Region II Chair Kevin Pollard, MAI and Associate Member of the National Board of Directors Shauna Elmer, SRA.

The focus of the regional meetings was the 45-Day Notice of Proposed Amendments to Appraisal Institute Bylaws, Regulations and Guide Notes. The main topic of discussion revolved around the proposed changes to Regulations 1 and 2, a/k/a Core Competency Framework. To summarize, Core Competency Framework introduces numerous alternatives to the Appraisal Institutes traditional MAI and SRA designation paths.

The Appraisal Institute Board of Directors adopted Regulation changes implementing Core Competency Framework at its meeting November 5th. The plan will be implemented in the coming months.

I strongly oppose the Core Competency Framework, and voted against it when Region II met on November 2nd. I think Core Competency will ultimately weaken our organization, not strengthen it. It insults the current

designated members by rewarding non-achievers and devalues the importance of appraisal field experience. As a former provider and now user of appraisal services, I see it as an injustice.

Truth be told, Core Competency Framework is about one thing and one thing only, MONEY! There are a significant number of associates that have all but one requirement left to fulfill in order to achieve their designations. The biggest stumbling block is the demonstration report. The college degree requirement is a problem for others. There is also a contingent of analysts/researchers and academicians that can't obtain the designation because they lack appraisal field experience. The current leadership of the Appraisal Institute has identified these people as a critical source of revenue. By providing alternatives to the designation requirements that are holding these people back, it is national leadership's hope that this will positively impact our bottom line. Is changing our very identity and/or lowering our designation standards the right thing to do? Some call it "progressive" thinking. I say it's selling out.

Our designation requirements have stood the test of time. They are not onerous by any means. Why are they constantly assailed? I think it is because our designations are valuable. It is sad that those of us who recognized this and fulfilled the necessary requirements now have to "take one for the team". I'm all for being inclusive, but bestowing our current appraisal designations on non-achievers and non-appraisers is just plain wrong. I can't believe that an issue as important as this one can move forward without a vote from designated membership, and by that I don't mean a survey that includes non-designated associate members. As a parting comment, I propose we place an asterisk behind the designation in the future, similar to what people suggest for the baseball record books signifying our own "steroid era".

ASSOCIATES GUIDANCE COMMITTEE

Dane Anderson, MAI

After the last newsletter, we attempted to contact all of the associate members of the chapter in order to check in on progress towards a designation, inquire about associate needs, and encourage associates to attend the summer associate guidance seminar. We were able to split the phone calls to associates between several members of the chapter. The feedback I had was all positive. The associates appeared to appreciate the phone call and at least have some interaction with others in the chapter.

Even though Wayne sent out several emails on the associate guidance seminars, I still talked to people who hadn't heard about it! This reiterated the importance of touching base with the associates periodically.

Hopefully we can continue this interaction with the associates, at least yearly, going forward. If anyone would like to volunteer for the next round of calls, please let me know – we can use the help. Thanks again to everybody that helped out.

FROM THE GOVERNMENT RELATIONS CHAIR

Gary Caldwell

This article was written before election time from your Government Relations Chair. Even though his thoughts were emailed to our members before the election, they are compelling and need to be remembered for any election.

Research Before You Vote

This is the article I wrote for the Iowa Chapter newsletter to come out soon. Since we will be voting before the newsletter is published and since I am Government Relations chair, I have asked that this be sent to you before voting day:

A lady knocked on my door the other day looking for my son, Eric, a sophomore at UNI (double major in real estate and finance; thank you AI and Realtors for supporting the UNI real estate program!) Eric was not home at the time, but when I inquired she stated that she wanted to talk to him about the “importance of voting. “ She didn’t disclose who she was representing so I don’t know who wanted to put the squeeze on him.

Remember two years ago when there was the gigantic push to get as many people as possible registered to vote? The democrats wanted their recruits to register as a democrat and the republicans wanted their recruits to register as a republican. But I DON’T remember a push for voter education.

Here we are, nearing mid-term elections including the election or re-election of a governor. As happened during the last election, and the election before that, and the election before that, etc., etc., **there is all the usual propaganda but no plan of action as to how things will be changed.** I think we’re all in agreement that it would be great for government to be much smaller, for all of our needs to be met by the government such as free health care, fully funded schools, fully funded court and prison systems, all real estate valuations are to be completed by certified appraisers only, mortgage brokers are licensed and regulated, AMCs are outlawed, mortgage lenders must use EASY TO UNDERSTAND disclosure and cost estimate forms, etc. Not to mention that the government will be able to spur the development of hundreds of thousands of jobs and we all get large pay increases without the fear of inflation. This can of course be accomplished while income taxes, property taxes, licensing fees and user fees are reduced substantially.

I HAVE HEARD SO MANY NEGATIVE POLITICAL ADS LATELY THAT IT FEELS LIKE MY HEAD IS GOING TO EXPLODE!!! The scariest part is that evidently the voting public is so gullible that these negative ads WORK, otherwise they would not be used! I guess the good news is that those running for office are not making promises they won’t keep because not one of them has told us what he/she will do differently. The bad news is that all they are doing is feeding the voting public their biased opinions on what the opponent has or has not done that is hurting the state/nation.

What do you say we all try something out of the ordinary this election? Here is my plan:

- Don’t vote republican or democrat just because that is what you always do and/or that is what someone else tells you to do.
- We are all professional researchers; research the candidates and their promises to see if there is an action plan (that makes sense) attached.
- As we all observe every day, the world is very complex. Don’t let a single issue be the deciding factor in your voting decision. It will be a cold day in hell when I agree with every decision or bill authored by even my favorite legislator (which I do not have).
- VOTE FOR THE BEST CANDIDATE, even though it may only mean voting for the least of all evils.

NOW LETS ALL GET OUT THERE AND VOTE!

FROM THE PUBLIC RELATIONS CHAPTER COMMITTEE

Gene Nelsen, MAI

University of Northern Iowa Real Estate Education Program Advisory Council met October 13th in Cedar Falls. The Council discussed possible additions to the curriculum and the search for additional a full time professor to

help with the likely additional courses. The number of majors in real estate stands at 155, and there are 27 students pursuing a real estate minor. Two advisory council members, Bob Holland and Tom Nordstrom, recently retired and two new members, Jan Helland and Kerry Studer, were added. At the October meeting another new three member applications were approved.

After the meeting, I addressed the student-members of the *RHO Epsilon Club*. At the request of the Advisory Council, I talked to the students about professional behavior and appearance during interviews and networking opportunities, ways of gaining experience through internships, and other topics related to professional development outside the classroom. The students were quite attentive and participatory, especially when we continued the meeting the *O.P.* restaurant where I treated them to beer and pizza!

Iowa Chapter of CCIM held their Strategic Planning session October 14th in Iowa City. As incoming President, I attended the National Board Meeting and Conferences in Orlando, Florida. One of the honors of being President is to "pin" the newly-designated CCIM's who had just taken the comprehensive exam. There were four new designees, one of whom was Dane Anderson, MAI of Des Moines. Congratulations Dane!

The *14th Annual Commercial Real Estate Expo* was held September 28th at the Sheraton West Des Moines. I had the honor of co-chairing the event this year. The Expo featured 12 breakout sessions and three professional speakers, including Dr. Ernest Goss, Economics Professor at Creighton; Peter Mosca of BAK Communications; and motivational speaker Nido Qubein, CEO of Great Harvest Bread Company and President of High Point University. The event was attended by 250 commercial real estate practitioners including brokers, appraisers, bankers, attorneys, and property managers. The next Expo will be held October 4, 2011.

MEMBER NEWS

New Associates

We welcome the following Associates who have joined our Chapter since June 2010:

Luke Wanninger	Associate General
Eric M. Lines	Associate General
Timothy Dale Hill	Associate Residential
Scott Means	Associate Residential
David Jon Fuglsang	Associate General
Brian Thomas Velky	Associate General
Anthony Quartell	Associate Residential
Bonnie M. Tanamor	Associate General
Shannon Haley-Funcke	Associate General

If the Chapter can be of help to any of you, please contact your Residential Associate Chair, Katherine Messmer, SRA, at kathy@messmerappraisal.com or 563-323-3384 and/or your General Associate Chair, Dane Anderson, MAI at daneanderson@iowaappraisal.com or 515-283-0146. Good luck to all of you in your path to an exciting and prestigious designation.

On the Move

Members on the move include:

- Bill Carlson, MAI has transferred to the Colorado Chapter.
- Bruce Gunderson, MAI has moved to Albuquerque, NM

We are sorry to lose these members, but wish them well in their new endeavors.

Current Chapter Membership

The Iowa Chapter membership, breakdown currently is:

Category	MAI	SRA	SRPA	Undeclared	Other	Total
Designated	57	38	5	0	0	100
Associates	95	43	0	5	0	143
Affiliates	0	0	0	0	4	4
Total						247

The Iowa Chapter offers many benefits and welcomes new members. For information on the Iowa Chapter visit our web site www.aiofiowa.org.

IOWA CHAPTER - 2011 TENTATIVE EDUCATIONAL CLASSES

Date	Seminar	City	Site	Instructor
March 28, 2011	USPAP	Davenport, Iowa	Best Western Steeplegate Inn	Dennis Loll
March 29, 2011	Report Writing Seminar	Davenport, Iowa	Best Western Steeplegate Inn	Ranney Ramsey
March 31, 2011	USPAP	Des Moines, Iowa	Botanical Center	Dennis Loll
April 1, 2011	Report Writing Seminar	Des Moines, Iowa	Botanical Center	Ranney Ramsey
April 14, 2011	USPAP	Sioux City, Iowa	Holiday Inn	Dennis Loll
April 15, 2011	Report Writing Seminar	Sioux City, Iowa	Holiday Inn	Ranney Ramsey
April 28, 2011	Thinking Outside the Box	Davenport, Iowa	Best Western Steeplegate Inn	Alan Hummel
April 29, 2011	Thinking Outside the Box	Des Moines, Iowa	Not Confirmed	Alan Hummel
May	Business Ethics and the Curriculum Overview is being considered as an offering in Des Moines.			Unknown
June 7, 2011	USPAP/Ethics	Des Moines, Iowa	Not Confirmed	Dennis Loll
June 8, 2011	Report Writing Seminar	Des Moines, Iowa	Not Confirmed	Ranney Ramsey
June 9, 2011	USPAP	Cedar Rapids, Iowa	Longbranch Hotel	Dennis Loll
June 10, 2011	Report Writing Seminar	Cedar Rapids, Iowa	Longbranch Hotel	Ranney Ramsey
Aug. 22-23, 2011	RE Finance, Statistics & Valuation	Des Moines, Iowa	Country Suites & Inn	Ted Whitmer
Aug. 24-27, 2011	General Sales Comparison Approach	Des Moines, Iowa	Country Suites & Inn	Ratterman-Ramsey
Sept. 16, 2011	Lending World in Crisis	Cedar Rapids, Iowa	Longbranch Hotel	Jim Amorin
Nov. 18, 2011	Novemberfest	Cedar Rapids/Amana	Not Confirmed	

Note: May date has not set because the two offerings above have not been finalized.

On-Line Classes

Fifty-six students participated in on-line classes offered through the Appraisal Institute's on-line classes. To enroll for these classes, go to the Iowa Chapter web site at www.aiofiowa.org. Support our Chapter by taking advantage of these offerings.



Online Education: Learn at your own pace anytime, anywhere. 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](#)