The International Society of Professional Valuers

American Society of Appraisers

NorCal Chapter Newsletter

January 2010 "Best Large Chapter Newsletter 2008-2009" Volume 3, Number

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ASA International

- ASA Home Page
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- Events Calendar

ASA HQ Staff Liaisons:

ARM & RP – Bonny Price

BV - Jane Grimm

MTS – Bonny Price

PP & GJ – Christy Jones

Accreditation Issues

BV & ARM – Sabri Math

PP & GJ – Rshida Meth

January Program Meeting

Thursday, January 14

6:30 pm (mixer) 7:00 (dinner)

Board Meeting 4:30 all members are welcome to attend

Place: L'Olivier Restaurant, 465 Davis Court, San Francisco in the Club Room. (415-981-7824) The restaurant is easily accessible via BART (Embarcadero Station) and $5 valet parking is available.

NOTE: The dinner is being partly subsidized by the chapter, so the cost is a low $37 for members and spouses; $50 for guests (includes tax, tip and wine!) **RSVP** NOW please to Secretary Jack Young at **jack@norcalvaluation.com** and let him know you are coming. Do not reply to the Newsletter address—Jack is the one who needs to know!

Evaluating Pearls: An Evening with the Pearl Goddess

On Thursday, January 14 our program will be on evaluating pearls, by pearl expert **Betty Sue King**.

Betty Sue King is the owner of *King's Ransom* in Sausalito. Specializing in fine & unique pearls, she has 30 years of experience buying overseas. Known as *the Pearl Goddess*, clients come to her when they must have the most remarkable & fabulous pearls.

A popular lecturer & educator, Betty Sue is often asked to share her insights & expertise as a pearl specialist. Editors & writers of trade journals sourcing trends & new products find *Betty Sue* ready to share the scoop on what's hot. Her collective love & knowledge of pearls is frequently quoted in numerous publications.

MTS & RP - Nicole Cruz

Reaccreditation

- Bonny F. Price
- BV, PP & GJ – Rshida Math
- RP, MTS & ARM – Joy Brown

NorCal Website

- Updating

Links to Photos

- Candidates Night

BV Website

G&J Website

Contact Us

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Newsletter:

Volunteers to contribute articles or edit newsletter please contact:

Nancy Stacy, ASA

NorCal Website:

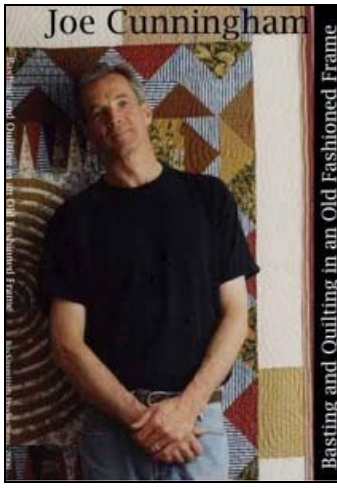
Betty Sue's experiences as one in the trenches in the pearl industry can be read in her chapter in Auction Market Resource, June 2002, "Cultured Pearls Galore: "A Tucson Retrospective". She reviewed the book, **Pearls, A Natural History** for the GIA publication, "Gems & Gemology". *Betty Sue* serves as secretary of the Board of Directors of the AGTA, an organization that prides itself on its professional & ethical business practices. The Northern California Chapter of the WJA nominated her for the Award of Excellence.

The *"Pearl Goddess and More"* is known for having pearls that are truly the cream of the crop. Uniqueness, quality merchandise, knowledge & personal service are truly the heart and soul of *King's Ransom.*

Contact Betty Sue - the Pearl Goddess!

Upcoming Events

February 11 Program Meeting: American Quilts in the Marketplace



Joe Cunningham began making quilts professionally in 1979, after a ten-year career as a musician in Michigan. His early mentors were steeped in the history and traditions of quilts, leading Cunningham to a life of study in quilt history and a love of traditional technique.

Over the years his work has evolved into a unique personal style both original and shaped by the tradition. Cunningham travels throughout the country to give lectures and workshops on quilt making. He has two new books coming out with AQS in 2010, one on men who make quilts and one on his own life and work.

He has been seen on the HGTV series "Simply Quilts with Alex Anderson," as well as "The Quilt Show" with Ricky Tims and Alex Anderson. Cunningham has performed his musical quilt show, "Joe the Quilter," for guilds and theaters nationwide. The musical quilt show has been made into a DVD, "Joe the Quilter," and Joe's methods of basting and quilting are also available on DVD.

Joe will give us a brief history of the quilt in America, discuss some of the factors that led to the rise of a market for quilts in the early 1970's, and show examples of some quilts that would demonstrate the high end of the antique market, the low end of the quilt market, and the modern quilts that represent an entirely different market. He wil especially explain the difference between the markets for old quilts and new quilts.

EXHIBITIONS

2009 Draw the Line: New Quilts by Joe Cunningham, California Street Studios Gallery, San Francisco, CA

2009 Fall Into Fabrics, San Francisco Design Center Showplace

2007 Saturn Returns@ San Jose Museum of Quilts and Textiles, San Jose, CA

2007 Old and New Quilts from Ancient and Modern Cities @Mitsukoshi

Department Store, Nihonbashi, Tokyo

2005 Men of Biblical Proportion@Houston Int. Quilt Festival, George R Brown Convention Center, Houston, TX, Oct 22-24. Booked at various venues through 2007.

2004 The Life of a Quilt@Herbst International Exhibition Hall, San Francisco, CA. Solo show. June 2004 -August, 2004.

2004 Return of the Quilts@Sanchez Street Studios, San Francisco, CA. Solo show. December, 2003-June, 2004.

2003 Man Made@Museum of the American Quilters Society, Paducah, KY,

Bibliography

Cunningham, Joe, Robert Shaw and Janneken Smucker. "Amish Abstractions: Quilts from the Collection of Faith and

Stephen Brown," Catalogue for the exhibition at the deYoung Museum, San Francisco, CA, Pomegranate Publications, Petaluma, CA.

Cunningham, Joe. “Rough and Ready”, American Quilter

Magazine, September, 2008, AQS, Paducah, KY; Cunningham, Joe. “Joe the Quilter”, Quilters Newsletter

Magazine, July/August, 2008, CK Media, Golden, CO; Chitra Publications, Montrose, PA.

Cunningham, Joe and Gwen Marston. “Quilting With Style”, American Quilters Society, Paducah, KY, 1993.

Cunningham, Joe and Gwen Marston. “Mary Schafer and Her Quilts”, Michigan State University Museum, East Lansing, MI, 1990.

Cunningham, Joe and Gwen Marston. “American Beauties: Rose and Tulip Quilts”, American Quilters Society, Paducah, KY, 1988.

Cunningham, Joe and Gwen Marston. “Classic Quilting Designs”, Dover Publications, Inc., NY, NY 1987.

Cunningham, Joe and Gwen Marston. “Sets and Borders”, American Quilters Society, Paducah, KY, 1986.

Cunningham, Joe and Gwen Marston. “Amish Quilting Designs”, Dover Publications, Inc., NY, NY 1986.

TELEVISION APPEARANCES

The Quilt Show with Ricky Tims and Alex Anderson, internet TV show: always available @ www.thequiltshow.com, episode 101

Simply Quilts with Alex Anderson, “Amish Quilting Designs”, HGTV SERIES #620

Simply Quilts with Alex Anderson, “Freehand Quilting”, HGTV SERIES #739 DVD

Joe the Quilter Joe Cunningham, quilts, guitar and vocals. One-man musical, recorded live February 13, 2007, Rockingstitch Productions

Basting and Quilting in an Old Fashioned Frame, Rockingstitch Productions, 2006

Membership Matters

By Robin Erdmann

Recent Advancements

The Northern California Chapter welcomes three new members: **Willerie T. Razote ASA**, Business Valuation, and **Garrett Schwartz ASA**, and **Jack Young ASA**, both Machinery & Technical Services.

Willerie is a Manager with Ernst & Young, and holds undergraduate degrees in Finance and Economics from the University of Washington. Contact email is: **Willerie.Razote@EY.com**.

Garrett is an analyst with Sencer Appraisal Associates, and holds a degree in Political Science from San Francisco State University, as well as having taken coursework in political science and computer science at Ohio State University. He is also enrolled in San Franciso State's Executive MBA program. His contact information is **Garrett.Schwartz@SencerAppraisal.com**.

Jack is our chapter Secretary, and already a very active ASA member. He is sole proprietor of Norcal Valuation and Maximum Benefit Auctions in Sacramento. Jack is a CPA, having received his B.S. Accountancy, Arizona State University in1988 and attending the W. P. Carey School of Business, Northern Arizona University College of Business Administration. Contact Jack at **http://www.norcalvaluation.com.**

Welcome to all three new ASAs, and we look forward to seeing you at our monthly meetings.

Robin J. Erdmann, ASA MRICS MAI
Membership Chair

Governor's Message

By Greg Ansel

Happy Holidays and Happy New Year to all! I hope 2009 was a successful and rewarding year for all and I hope 2010 will be even better.

Not a lot has happened since the November call, however, the BOG is gearing up for our mid-term meeting in Washington DC on January 30-31, 2010. I will be there for the Budget and Finance Committee meeting on the 29th and then for the BOG meeting on the 30th and 31st. If any of you have any questions/issues you would like me to present, please let me know.

HQ sent out a survey regarding discipline centric, conference programs, etc. Please no only respond to the survey, but also encourage your membership to do so. This is sur to be a topic of discussion at the BOG mid-term meeting, so please let your voices be heard.

On the last BOG call there were only three primary topics and they were all updates:

HQ Task force.

IT Report.

Constitutional Bylaw Committee.

The HQ Task force was formed to explore the HQ lease. The lease expires in 2011 and it is now at above fair market value. HQ is trying to renegotiate the lease amount, but realistically it looks like this will not happen until mid/late 2010 due to the landlord's unwillingness to negotiate due to the amount of time still remaining on the lease. The task force has explored: 1) renewing; 2) relocating in the DC area; and 3) relocating to another city. I will keep you posted as things become more tangible.

The IT Report was positive as the new computer system and web site is up and running with things moving forward on a timely basis and within the revised budget. I you experience any positive or negative items, please let me or HQ know.

The Constitutional Bylaw Committee was formed to review and update the bylaws as needed. This committee is the very early stages so there is no specific update, but the positive is that the committee is formed and moving forward. We likely will get a more substantive update at the International conference in July.

As always should you have any questions or concerns please contact your local chapte

president or me directly (gansel@fscg.com).

Website Update

By Nancy Stacy

I'm happy to report that we have begun building our new chapter website, hosted on the ASA site (www.appraisers.org). You can watch our progress by going to the link *here*. We have also acquired a couple of domain names that will eventually take users to the same location. We'll let you know when they are activated, but they will include ASA-Norcal.com and ASA-Norcal.org.

Currently we have only posted a Newsletter on the new site. Gradually we will add and learn to use capabilities, such as member links, forums, and a public interface.

Speaking of the ASA website, we are beginning to see the fruits of all the work that has gone into this process over the past couple of years. Much database content has been migrated to the new Aptify database, where it can be accessed by the Sitefinity website builder. The Personal Property discipline website is up and running now and I am told that the Real Property website is nearly complete.

You might want to log on to www.appraiser.org and explore a little. Once you sign in, a "For Members" link will appear. Hover your cursor over "For Members" and you will see several choices. One is "My ASA". This is where you access your most pertinent personal information. Check it out!

December Meeting

By Nancy Stacy

An enthusiastic turnout of ASA NorCal members and guests were beneficiaries of an excellent presentation by vineyard and wine expert Tony Correia. We learned about a vineyard that has had only about 4 owners over several centuries and, if offered for sale, would have ready buyers at any named price. We learned about the "boom and bust" wine cycle, and the unfortunate timing with the current economic situation. We learned that the overproduction of fine wine grapes has created incredible bargains all through the current price matrix of California wines. Buy California wines now! And for those not already aware, we learned that current government policy is turning the most fertile area on Earth, the San Joaquin Valley, into a literal dust bowl, threatening to ruin the lives of farmers and farm workers alike.

It is impossible to capture the wit and insight that rendered Tony's presentation not only instructive but delightful. For those interested in the factual data, he has thoughtfully provided an abbreviated PowerPoint presentation that can be viewed by clicking *here*.

Events Calendar

JANUARY 2010 **14TH** (Thur) Chapter Meeting **Betty Sue King – An evening with The Pearl Goddess**	**FEBRUARY 2010** **11th** (Thur) Chapter Meeting, **Joe Cunningham - American Quilts in the Marketplace**	**MARCH 2010** **11-14 MTS 208, Marine Vessel Survey** - SF **11th** (Thur) Chapter Meeting, **Executive Coach**
APRIL 2010 **8TH** (Thur) Chapter Meeting, **International & Fair Value Accounting**	**MAY 2010** **13th** (Thur) Chapter Meeting, Bill Mulligan: **"Alternative Energy Outlook"**	**JUNE 2010** **10th** (Thur) Chapter Meeting, Stephen Braitman: **"Music Appraisal"**

JULY 2010	AUGUST 2010	SEPTEMBER 2010
8th (Thur) No chapter meeting 26th-28th International Conf.	6th (Fri) tentative - **Chapter Retreat** 12th (Thur) Chapter meeting, Installation of new officers TBA	9th (Thur) **Annual Meeting/Candidate's Night**
October 2010	**November 2010**	**December 2010**
14th (Thur)	11th (Thur)	9th (Thur)

NorCal Officers & Directors

L to R:, Gil Mitchell, ASA, Treasurer; Robin Erdmann ASA, Past President, Doug Baxter ASA, President; Bob Lentz, ASA, Vice President; Jack Young ASA, Secretary (not pictured)

L to R: Gil Mitchell ASA, Treasurer; Doug Schnitzer, ASA; Nancy Stacy ASA, G&J Director & Newsletter Editor; Robin Erdmann ASA, Past President; Doug Baxter ASA, President; Roger Rapport ASA, PP Director, Bob Lentz ASA, Vice-President; Directors not pictured: John Barnet AM, BV Director

Chapter Officers

Chapter President	Douglas S. Baxter ASA (PP)
Chapter Vice President	Robert P. Lentz III, ASA (BV)
Chapter Secretary	Jack Young ASA (MTS)
Chapter Treasurer	Gil Mitchell ASA (MTS)
Chapter Past Chair	Robin J. Erdmann ASA (RP)

Discipline Directors

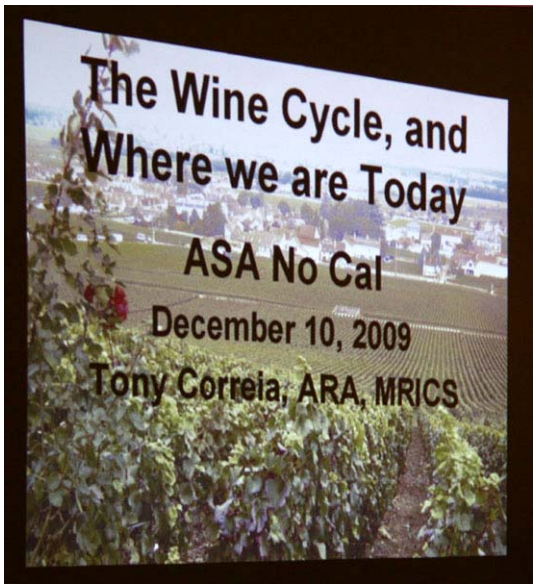
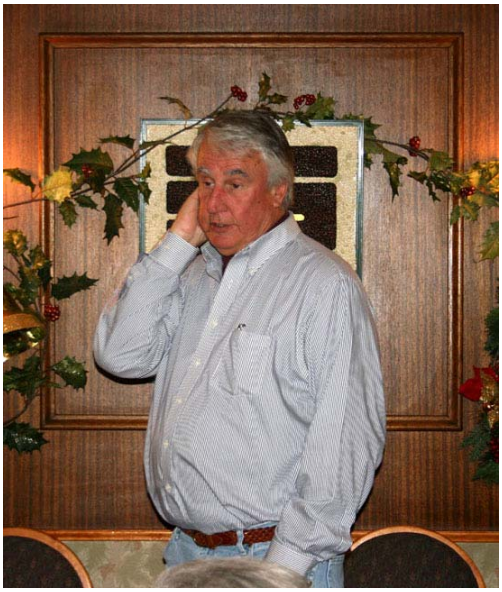
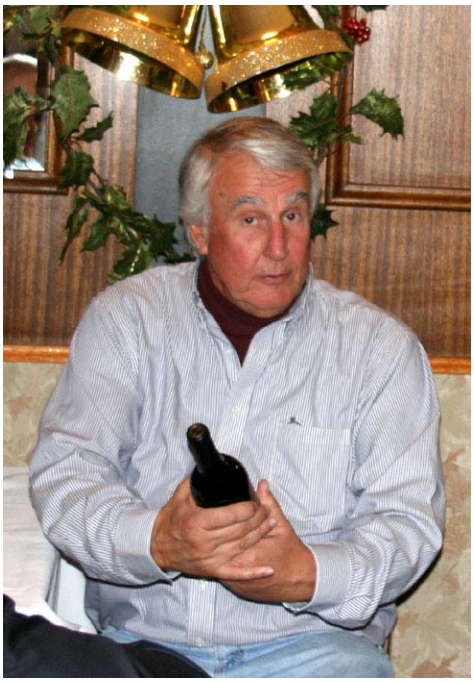
Business Valuation	John Barnet AM
Gems & Jewelry	Nancy Stacy ASA*
Machinery & Technical	(Orphan - Need a volunteer: Jack Young ASA is filling in)
Real Property	Ray Mattison ASA
Personal Property	Roger Rapport ASA

International Officers

International President	Mike Evans ASA
Region 5 Governor	Greg Ansel ASA

Anyone interested in being an active participant in the chapter should contact Doug Baxter at DBaxter@hobartappraisals.com and attend a BOD meeting.

Images:


The Wine Cycle, and
Where we are Today
ASA No Cal
December 10, 2009
Tony Correia, ARA, MRICS