



The International
Society of Professional
Valuers



American Society
of Appraisers

NorCal Chapter
Newsletter

March 2010

"Best Large Chapter Newsletter 2008-2009"

Volume 3, Number 4

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ASA International

- [ASA Home Page](#)
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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](#)

Program Meeting - "Promoting Your Brand"

Thursday, April 8 David Eichner, ASA, President of SoCal Chapter

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

Board Meeting 4:30 all members are welcome to attend

Special BOD Guest: Our ASA California lobbyist Don Reisner will meet with the Board of Directors and bring us up to date on general items such as the "political environment" in Sacramento and what this may mean in a general sense to the valuation community. A Q&A exchange at the board meeting might help ID where our vigilance and lobbying efforts should be focused.

Don will also be available during the Mixer to discuss issues with the membership. **RSVP now! Remember, the restaurant sets a place for each attendee!**

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.

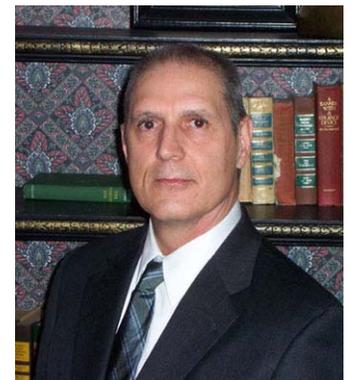
NOTE: The dinner is being partly subsidized by the chapter, so the cost is a low \$37 for members and spouses; \$50 for guests (includes tax, tip and wine!) **RSVP NOW** please to Secretary Jack Young at jack@norcalvaluation.com and let him know you are coming. Do not reply to the Newsletter address—Jack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

David Eichner - Promoting Your Brand

David Eichner, ASA has been a machinery broker, appraiser, and Project Manager Consultant for over 31 years. His broad base of experience qualifies him to competently value industrial and commercial properties at many levels.

He earned his Accredited Senior Appraiser [ASA] designation from the American Society of Appraisers and is Los Angeles Chapter President for 2009-2010.

David has designed a FREE tool for ASA members to use to promote their services to potential clients and at the same time promote the ASA Brand. It is designed as a 1-2 hour presentation for appraisal users on how to order and read an appraisal. Members can use it, without cost, to educate bankers, lenders, judges, lawyers, the IRS, SBA or just about anyone who may use an



MTS & RP - Nicole Cruz

Reaccreditation

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

NorCal Website

- ASA-Norcal.org

Links to Photos

- Last meeting

BV Website

G&J Website

Contact Us

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Mattison, ASA

PP Director-Roger
Rapport, ASA

Newsletter:

**Volunteers to contribute
articles or edit newsletter
please contact:**

Nancy Stacy, ASA

NorCal Website:
www.ASA-NorCal.org

appraisal.

This is not an in-depth course on report writing—it is a tool for ASA appraisers to use to increase their client base and promote ASA as the go-to appraisal designation.

At our April 8th meeting, David will unveil his new project for the first time. Being his first public display of the presentation, he will be looking for suggestions and criticism, and is looking forward to our reactions and input. There is no ego for anyone to worry about. Representing ASA well is of prime importance.

The presentation covers:

- An explanation of the various definitions of value.
- An explanation of the Scope of Work, purpose of the appraisal, the narrative and other parts of an appraisal and how they affect the value reported.
- An explanation of the various dates that can appear in a report.
- The importance of accreditation.

This curriculum and presentation will be given free for any ASA to present to their clients!

Be sure to **RSVP now** for our upcoming ASA meeting to see a run-through of the presentation, make suggestions, and find out how to get your own copy to help build your appraisal practice!

President's Message

By Doug Baxter, ASA

As we spring forward this year, the Board is busy with new programs and preparing for the coming months. This January, the ASA San Francisco Chapter #041 Board unanimously approved the new chapter name as The American Society of Appraisers NorCal Chapter. The chapter name will now better reflect the extensive geographic scope of our membership. Nancy Stacy, ASA and Jack Young, ASA continue to work on developing content for our updated website while members fine tune their professional profile pages.

Important legislative changes are in the works for the entire state as the California Coalition Association director Abel Morales will be stepping down and governor Greg Ansel appointed Ray Mattison, ASA, MAI as the new liaison. His decades of real property experience and patience will be tested in Sacramento as he volunteers his time to oversee lobbying efforts that impact our profession. Ray has invited our lobbyist, Don Reisner, to attend our BOD meeting and answer questions from members during our Mixer.

As a registered lobbyist for 40 years David has represented many interests, including the railroad industry, oil industry and professional engineers. Representation of real estate appraisers for much of the last 20 years included legislation establishing OREA and covered many of its formative steps. He has a legal background with his membership in the State Bar is now on inactive status. He looks forward to questions from members.

The 4-day maritime appraisal course held in San Francisco March 11-14th was very well attended with Nancy Stacy taking the helm in organizing this event, which included an on-site tugboat tour. More Chapter education seminars and programs are in the works for next year.



Since I last addressed the chapter, Betty Sue King gave a fascinating talk in January on the international pearl market as well as a hands on demonstration of what to look for when purchasing or evaluating pearls. On the personal property front, quilter Joe Cunningham spoke to a packed room on February 11th at L'Olivier restaurant about the marketplace for quilts and Bob Podwalny, FASA, reviewed USPAP changes last month in a succinct and entertaining presentation. Please [RSVP](#) soon for Southern California's chapter president David Eichner's talk and bring a guest or spouse to enjoy the evening with a complimentary glass of wine!

Doug Baxter, ASA

NorCal Chapter President

Upcoming Events

Mark your calendar for the MAY 13th (Thur) Chapter Meeting with Bill Mulligan's presentation: "Alternative Energy Outlook"

Membership Matters

By Robin Erdmann, ASA, Ex-Officio

The ASA Northern California chapter extends a warm welcome to the following new candidates:

Fahm Saetuern, a candidate within the Business Valuation (BV) discipline, is employed by FMV Opinions, San Francisco, as a senior associate. He was previously employed by Wells Fargo and Sanli Pastore in Sacramento. Fahm holds a BA in economics and anthropology (with honors), from UC-Davis. He also graduated Phi Beta Kappa. Fahm can be contacted at "fsauteurn@gmail.com."

Another BV candidate to join the chapter is **Matt Rampe**. He is currently a manager at Frank, Rimerman & Company in Francisco. Matt has also served in positions at Clorox, Cisco and Hewlett Packard. He earned a BS in business administration at San Jose State University, and graduated Cum Laude with honors. Matt can be reached at "mrampe@gmail.com."

A third BV candidate is **Jonathan Cheung**, an associate with KPMG's Economic & Valuation Services Group in San Francisco. Jonathan has held several internships prior to joining KPMP, of which one was with Merrill Lynch. He is also fluent in written and spoken Mandarin. Jonathan earned his BS in Business Administration from UC-Berkeley. He graduated with too many honors to summarize, as have all our new BV candidates, which we applaud. Jonathan can be contacted at "jonathancheung87@gmail.com".

We also want to extend a welcome to **Jan Van Sickle**, owner of J. T. Van Sickle Company, in Vineburg, CA. Jan is a marine surveyor, and a candidate in the machinery & technical services (MTS) discipline. Jan earned a BA in psychology at Western Maryland College, and 25 years later, followed that up with an ALM, Psychology, from Harvard. Obviously, there is a great deal to understand about marine surveying beyond the physical analysis of yachts. Jan can be contacted at "jtvs@post.harvard.edu".

The Northern California chapter is very pleased to welcome these new candidates and members to the chapter. We look forward to meeting each of you personally at upcoming meetings. Come meet your peers—[RSVP here!](#)

Report on ME208 in San Francisco

By Nancy Stacy, ASA G&J



Norm Laskay, Instructor

We had a fantastically successful ASA ME208 “Marine Vessel Survey” course this month. We had 15 attendees, only 5 of whom were from the Bay area (including Jan Van Sickle, a new member), 4 from other countries and the remaining 6 from the East coast, Florida and mid-continent. And me, the Gems & Jewelry appraiser and MTS mascot.

The instructor, Norm Laskay, has a deep understanding of boat appraisal, and shared many stories from his own experience. He was very

gracious in answering neophyte questions like “what is a hard chine?” (It’s where the hull and bottom meet at a 90° angle or less.)

Leon, the owner of L’Olivier restaurant, out-did himself in putting out a sumptuous breakfast spread each morning that easily lasted until lunch-time, when we had a unique menu for each day.

A great feature of the course was that we had a homework assignment each night that helped us to review and focus on the day’s lecture. Plus, being in San Francisco, there was no shortage of wonderful dinner restaurants to choose from, and the attendees had some varied and interesting dining experiences.

Part of the course was a field trip to a boat yard or dock to inspect a vessel and apply our book learning. Captain Joseph Rodgers, ASA was in charge of arranging the field trip. It turned out to be more difficult than expected. At first, everyone he approached was all for it. But when it got down to the wire, there were union problems, or liability problems, or the boat was going to be our on a job. Then he approached the tugboat company, BayDelta Maritime, and they said “Sure, bring the class over and we’ll show you a modern, state-of-the-art tugboat”. So we did.

Well it was an experience of a lifetime. Not only was ship’s Captain Timothy Westman there, but the Operations Manager, Peter N. Zwart, and the owner of Bay Delta Maritime, Captain Steve Ware! They couldn’t have been more gracious, and they actually invited us to board the tugboat and inspect the main deck of the Delta Cathryn, the electric wench, and the engine compartment (painted white and more immaculate than most kitchens). Next, they not only took us up through the officers’ and crew quarters, but also had coffee and Danish laid out for us! Then, they asked us if we had time to go for a ride! And we sure did have time and had a real thrill as Captain Tim explained the controls in the wheelhouse, called down to “secure the coffee” and backed the tug out into the Bay.

Once free of the dock, we cruised for a way and then Captain Tim showed us the remarkable steering, turning us in a stationary 360° circle as if we had a pole thrust into the bay and were spinning around it! It was an amazing feat for a water vessel. We then struck out toward Alcatraz Island and the Golden Gate, and he showed us another amazing capability—from cruising speed to an almost instantaneous dead stop in the water, still another benefit of the nimble steering arrangement.

What can top that experience! We were invited up to the company offices on the dock, and had a chance to ask more questions. Finally, we had to tear ourselves away from our gracious hosts, and gathered outside for the short walk back to L’Olivier.

The cherry on the sundae, so to speak was that no sooner had we gotten back out on the Embarcadero than Captain Joseph Rodgers got a phone call from another maritime operation asking "When can you bring the students over to see OUR operation"!



Name the vessel!

We are all extremely grateful to Norm Laskay, ASA, Captain Joseph Rodgers, ASA and Captain Steve Ware, owner of BayDelta Maritime, for an outstanding educational experience. Several of the attendees came to our Chapter meeting after the first day of class, and it was a pleasure to have them visit us.

As far as I know, I am the first Gems & Jewelry appraiser to have taken ME208—Marine Vessel Survey. And I passed! (More photos at the end)

Events Calendar

APRIL 2010 <ul style="list-style-type: none"> • 8TH (Thur) Chapter Meeting, David Eichner – "Promoting Your Brand" • 24th Spring REMUG meeting, San Diego • TBA: VFR (Valuation for Financial Reporting 1-day seminar 	MAY 2010 <ul style="list-style-type: none"> • 13th (Thur) Chapter Meeting, Bill Mulligan: "Alternative Energy Outlook" 	JUNE 2010 <ul style="list-style-type: none"> • 10th (Thur) Chapter Meeting, Stephen Braitman: "Music Appraisal"
JULY 2010 <ul style="list-style-type: none"> • 8th (Thur) No chapter meeting • 26th-28th International Conf. Las Vegas 	AUGUST 2010 <ul style="list-style-type: none"> • 6th (Fri) tentative - Chapter Retreat • 12th (Thur) Chapter meeting, Installation of new officers TBA 	SEPTEMBER 2010 <ul style="list-style-type: none"> • 9th (Thur) Annual Meeting/Candidate's Night
October 2010 14 th (Thur)	November 2010 11 th (Thur)	December 2010 9 th (Thur)

NorCal Officers & Directors



L to R:, Gil Mitchell, ASA, Treasurer; Robin Erdmann ASA, Past President & Membership, 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
Chapter Treasurer
Chapter Past Chair

Jack Young ASA (MTS)
Gil Mitchell ASA (MTS)
Robin J. Erdmann ASA (RP)

Discipline Directors

Business Valuation
Gems & Jewelry
Machinery & Technical
Real Property
Personal Property

John Barnet AM
Nancy Stacy ASA*
(Orphan – Need a volunteer Jack Young ASA filling in)
Ray Mattison ASA
Roger Rapport ASA

International Officers

International President
Region 5 Governor

Mike Evans ASA
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: March 8 Meeting & ME208 in SF

