

Professional Perspective of the 2012 International ASA Appraisers and Advanced Business Valuation Conference in Phoenix, Arizona

By Micheal R. Lohmeier, FASA, MAI, SRA, RES, MMAO(4)

The American Society of Appraisers provided a highly successful joint 2012 International Appraisers and Advanced Business Valuation Conference from October 7-10, 2012. The conference was held at the Arizona Biltmore which has been coined the "Jewel of the Desert" and was built in 1929, one of the first resorts in Phoenix.

The conference succeeded in bringing together **over** 700 valuation specialists from a variety of disciplines including real property, personal property, machinery and technical specialties, gems and jewelry, and business valuation. The professionals that lectured were ranged from equally diverse fields including private independent fee appraisers, government offices, and large corporate accounting and financial service firms.

The location of the conference provided numerous tours for our members and their family members including: the Heard Museum, Arizona State University's Ceramic Research Center, the trailside Gallery and the Central Antiques and Art Gallery. Members were given an opportunity to sign up to visit the MD Helicopters' headquarters and production facility at Falcon Field as well as a day touring the Native American cliff dwellings at Montezuma's Castle National Park. Other tours were also provided offering a little something for everyone.

Special Guests

A few of the special guests included **Lisa Daniels**, Executive Director from the International Association of Assessing Officers, **Patricia Petitto**, International President from the International Right of Way Association, **Kazuo Wakayama**, Executive Director, Japanese Society of Independent Appraisers, and **Han Liying**, Deputy Secretary General; **Chen Minghai**, Vice Director of Standard Department; and **Sun Xiaoming**, the staff of Information Department, China, China Appraisal Society.

Real Property Committee Meeting

On Sunday the Real Property Committee (a.k.a. RPC) discussed a variety of contemporary and challenging issues facing the Real Property ASA member, as well as real estate appraisers in general, including:

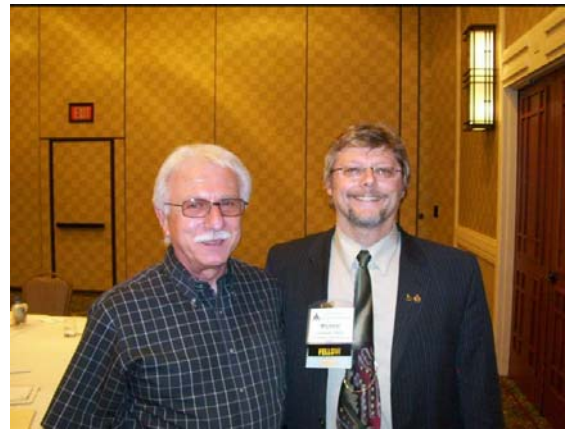
- 2012-13 Committee Appointments
- Vote on approval of ex-officio appointments
- Real Property Governor's Report
- Treasurer/Finance Report

- Government Affairs Report
- Board of Examiners Report
- RPC Publications/Website
- RPC Planning Committee Report
- RPC Membership, including discussions of recruitment and retention in 2012 and beyond
- RPC Education including online opportunities, qualifying and continuing education, and specialized appraisal certificates

This committee meeting was very informative and is a great opportunity to understand the hard work done “behind the scenes” of our organization and in our industry.



Sam Luceno, FASA, RPC Chair (seated in center) running RPC meeting.



Sam Luceno, FASA, RPC Chair with **Micheal R. Lohmeier, FASA**



During a break at the RPC meeting.



During a break at the RPC meeting

Get-Acquainted Welcome Reception

As a kick-off to the conference, ASA held a get-acquainted welcome reception on Sunday night. With an array of a variety of food and beverages, our members were able to professionally network with people from all over. Attendees included our members, and their families, our special guests, and our speakers/instructors for our various programs.



Ron Prat, AM, Vice President, Detroit Chapter ASA with **Patricia Petitto, SR/WA, R/W-RAC**, International President from the International Right of Way Association.



Dr. Lawrence Golicz, MAI, Speaker on *Power Plant Valuation: A Challenge for the 21st Century* with **Paul Bidwell, MAI, CCIM**, Speaker on *Contemporary Valuation Issues Involving Industrial properties*.



Micheal R. Lohmeier, FASA with **William P. (Bill) Wilson III, ASA, RPC** 2012 Conference Co-Chairs.



Micheal R. Lohmeier, FASA, with **Dan Van Vleet, ASA, ASA International President**, with **Jason LeRoy, ASA**, President of Detroit Chapter ASA.

Keynote Address

Dr. Barry Asmus, PhD, Senior Economist for the National Center for Public Analysis provided the keynote address on Monday morning before the various disciplines broke into groups.



Joint Discipline Sessions

There were a variety of joint-discipline sessions including:

- Raising the Bar for the Valuation Profession
- Joint Conference Luncheon and Awards Presentation
- Palo Verde Nuclear Generating Station, and Power Plant Valuation: A Challenge for the 21st Century (by the Machinery and Technical Specialties and Real Property Committees)
- Healthcare Valuation, An Interdisciplinary Approach

Real Property Committee Discipline Education

Property Committee (RPC) provided a diverse mixture of real property programming at the conference including:

- Contemporary Valuation Issues Involving Industrial Properties, taught by Paul Bidwell, MAI, CCIM, Owner and Principal, Affinity Valuation Group with guest Micheal R. Lohmeier, FASA, MAI, SRA, RES, MMAO(4) of City of Auburn Hills, Michigan.
- Shopping Mall Intangible Value Extraction: Prospects & Pitfalls in Assessment Disputes, taught by Mark Kenney, MAI, SRPA, President, American Valuation Group, Inc.
- Palo Verde Nuclear Generating Station, the Energy Cornerstone of the Southwest, taught by Charles Emmett, Communications Consultant, Palo Verde Communications.
- Power Plant Valuation: A Challenge for the 21st Century, taught by Dr. Lawrence Golicz, PhD, MAI, Independent Valuation Consultant and Appraiser, Peter Huck, PE,

ASA, MBA, Director and Assistant Vice President, American Appraisal Associates, Inc, and Derek Edmunds, Training Manager, Western Technical Services, Inc.

- Gas Station Valuation: Distinguishing the Real, Personal and Intangible Property, taught by Michael Kurschat, ASA, MAI, Kurschat & Company.
- Appraisal Review: Reviewing in Today's Market – The Good, the Bad, and the Ugly, taught by Barry Alperin, ASA, Real Property Appraiser, Reviewer and Consultant, Gary Snowden, ASA, Principal Appraiser, Snowdon Valuation William P. Wilson, III, ASA, Wm P Wilson Company.

It was four days of education, professional networking, and peer-to-peer camaraderie at the conference.

Photographs from RPC Sessions



Charles Emmett lecturing on Palo Verde Nuclear Generating Station



Dr. Lawrence Golicz, PhD, MAI with Derek Edmunds and Peter Huck, PE, ASA, MBA lecturing on power plant valuation



Mark Kenney, MAI lecturing on shopping mall valuation.



Paul Bidwell, ASA lecturing on industrial valuation.



Michael Kurshat, ASA, MAI
lecturing on valuing gas stations.



Barry Alperin, ASA lecturing on
appraisal review.



William P. (Bill) Wilson, ASA
lecturing on appraisal review.



Gary Snowden, ASA lecturing on
appraisal review.

Past International ASA President Jack Washbourn

One of the greatest experiences in attending an ASA conference is the reconnection with old friends. This past conference in experience provided me an opportunity to see an old friend again, our past 2012 International President Jack Washbourn.

Unfortunately it was the last opportunity for Jack and I to visit together as he sadly passed away on December 1, 2012.

Jack was very active in ASA at various levels. I served with him at the local Detroit Chapter ASA level as well at the national level when I was Regional Governor. Jack was committed in perpetuating the value of the ASA designation and use of an ASA designated appraiser and was a mentor and friend to many. Jack will be very missed.



Micheal R. Lohmeier, FASA with Immediate Past President of ASA Jack Washbourn, ASA



AUTHOR BIOGRAPHIES

Micheal R. Lohmeier, FASA, MAI, SRA, RES, MMAO(4) is an AQB certified USPAP instructor and currently serves as the City Assessor for the City of Auburn Hills in Oakland County, Michigan. He can be reached for further comment at 248.370.9436, by email at mlohmeie@auburnhills.org, or connect with him through LinkedIn at www.linkedin.com.