

William Engel, ASA

Election Biography

Thank you for reading my biography. I have been working in the world of machinery and equipment appraisal for over thirty years. I was the Asset Manager for two bank-owned equipment leasing subsidiaries before starting my own business in 1996, Strategic Asset Management. Strategic Asset Management is predominantly a machinery and equipment appraisal firm working within the areas of financing, purchase price allocation, shareholder disputes, matrimonial matters and ad valorem tax issues to name just a few.

I earned my ASA accreditation in 2004, and have been active in ASA in several capacities including, but not limited to, MTS Discipline Committee Chair, Chair of ASA's International Ethics Committee, Chair of ASA's International Education Committee and Chair of the MTS section for ASA's International Conference.

I am a contributor to the MTS Textbook, have been published in the magazine "Valuation Strategies" and have presented at several of ASA's International Conferences.

Why do you feel you are qualified for this position? Include information on past volunteer positions with ASA and other organizations.

Being extremely active in the ASA has prepared me for the challenges of this office and working within our governance structure. For example, I am currently the MTS Discipline Committee Chair and have previously been the Chair for two standing committees that also greatly impacted ASA's direction and how we are viewed - the International Education Committee and the International Ethics Committee. Through these and other positions, I have successfully worked with headquarters, our Board of Governors, executive leadership, discipline leaders (within MTS and our sister disciplines) and our membership.

Aside from the positions I've held within ASA, I believe having passion for the success of the Society, our profession and our members are key qualification ingredients. The ASA has been instrumental in my career, and I hope to be given the opportunity to continue to "give back" by contributing even more to ASA's forward momentum.

What contributions have you provided ASA as a member or to a comparable organization(s).

MTS Discipline Committee Chair - Our team has made strides to further open the membership door. We have developed the Certified Equipment Management Professional which will kick off in September. This program is designed to familiarize professionals within the banking and equipment financing world with the appraisal process and improve their asset management skills. We have also opened the door for the possibility of ASA offering appraisal courses to a university engineering program. We are working on reciprocity for other valuation organizations and fine tuning our mentorship program.

International Ethics Committee Chair - In this position the members of the panel carefully deliberated complaints against ASA members. Our decisions impacted the way ASA is perceived.

The Appraisal Foundation (TAF) Personal Property Resource Panel Vice Chair - We promote TAF as multi-disciplinary and maintaining the public trust in the valuation profession.

MTS International Conference Committee Co-Chair - Jamie Allen and I strive to put together programs that aren't the just the "same-old same-old" - sessions that will inform and provide attendees with skills they can immediately use.

What do you wish for ASA's members?

In a nutshell, it is really all about fine tuning the membership experience. We need to make our members proud of their connection to ASA, taking advantage of what we have to offer. This means ASA must listen to members - their likes and dislikes. I would like to explore even more meaningful membership benefits. Additionally, I would like to see members be offered more choices when it comes to advanced continuing education courses. I believe mentorship is very important and we need to strengthen our program to assist more members in furthering their careers and reaching their full potential. I would also like to see members become more active on ASA's committees and task forces - make their voices be heard.

What do you wish for ASA in the profession?

My career owes a great deal to the ASA and I would like my colleagues in the appraisal world to be able to say the same. My vision is for ASA is to enjoy even more growth and recognition internationally - to become THE preeminent authority on valuation. Even better education is an avenue to get there - offering not only the content but also the methods geared toward how our audience best learns. I believe we also need to become more nimble when promoting ASA to nonmembers. Our prospective membership profile has changed as generations change and they desire benefits and education that is not the same as our legacy members.

Why should members vote for you?

As my experience shows, I like to get things done. I am very focused on ASA growth and improving the membership experience - making sure members see ASA as the best opportunity to learn and advance their careers. I would certainly appreciate members' votes so I can help ASA continue to move forward. Thank you for taking the time to learn more about me.