

## **William Engel, FASA**

### **Election Biography**

I have been active in equipment appraisal and asset management since I began in the equipment leasing industry over thirty years ago. I was the Asset Manager for two bank-owned equipment leasing subsidiaries before founding Strategic Asset Management, an equipment appraisal and asset management firm, in 1996. I earned my ASA accreditation in 2004 and have served ASA in several capacities since then, including, but not limited to, International Secretary/Treasurer this past year, MTS Discipline Committee Chair, ASA Ethics Committee Chair, ASA International Education Chair and Chair of the MTS section for ASA's International Conference. I have also contributed to the MTS textbook, presented at several ASA International Conferences, and been published in the MTS Journal and Valuation Strategies magazine. This past year, I was elected into ASA's College of Fellows, an honor of which I am very proud, and am the current Chair of The Appraisal Foundation's Personal Property Resource Panel.

### **Campaign Statement**

Thank you very much for taking the time to read my biography and campaign statement.

The ASA has been very instrumental in my career, and, because of that, I feel I need to "give back" by continuing to contribute to ASA's forward momentum.

ASA has made progress, however, there is more that needs to be accomplished. I believe our educational offerings should better mirror how our students best learn. Whether it is in-person learning, virtual, or hybrid, the quality of our educational content and delivery should be evolving according to the needs of our students.

Our initiatives directed toward both growing membership and bolstering membership benefits should further recognize that profiles for members and those we wish to become members continue to change. Appraisers, the assets we appraise, and the environment in which we appraise continue to evolve. ASA needs to stay on top of these changes.

In the end, it is all about our membership experience. We need to continue to take strides to ensure our members are proud of their ASA affiliation and that nonmembers are eager to join us. This means listening to what our audience has to say and recognizing their likes, dislikes, and differences. It also means meeting the needs of appraisal users and demonstrating to them why choosing an ASA accredited appraiser is their very best option. All-in-all, I would like to see ASA as the gold standard for all of our disciplines.

I have enjoyed the challenge of serving as ASA's International Secretary/Treasurer and the responsibilities that have come with it. Working with the members, the Board, and ASA leadership has been rewarding. I am proud to be running for ASA's International Vice President and I humbly ask for your support.