

Jo Crescent, ASA, ARM
Election Biography

Member since 2012 ARM Accredited Senior Appraiser designation 2022 Developmental editor for ASA publications including 4th edition of Valuing Equipment & Machinery, MTS journal & ARM journal Co-owner & operations manager of NorCal Valuation Inc. in California BA - Henry W. Grady School of Journalism, University of Georgia.

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

My 10+ years in the appraisal world have been spent listening, reading, responding and communicating with appraisers and appraisal users. As an ARM Committee member, I'd be focused on how ARM members communicate with each other and with the public. Are our committee interactions clear, effective and respectful? Do all the ARM members understand the goals and processes of the Committee? Are we communicating appropriately with staff? Is our external messaging — to potential users and to non-ASA appraisers — helpful and welcoming? I believe that using language thoughtfully and carefully can create a more beneficial environment for the growth of ASA and the disciplines that are represented in ARM.

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

My most visible contributions to ASA have been in editing. I've helped develop educational materials, I've provided developmental editing to the MTS reference book Valuing Equipment and Machinery, and for many years I've edited MTS journal articles and ARM journal articles. I've also worked individually with several appraisers to sharpen and streamline appraisal reports. I contributed 2 articles on report writing to the ARM journal. I'm also a volunteer with Winters Friends of the Library, where I've made a couple of significant contributions. In 2014, while serving as Treasurer, I instigated involvement in the brand-new Big Day of Giving, organized by the Sacramento Region Community Foundation, an annual event that has inspired more than 60,000 donors to give \$104 million to Sacramento-area nonprofits. Our involvement allows our small group to provide an extraordinary level of financial support to our local library and has inspired other local groups to participate in the Big Day. Additionally, I recently persuaded WFoL to register our handful of Little Free Libraries in the international Little Free Library. These two projects had the benefit of connecting our local group to the larger community of nonprofits and book access networks.

What do you wish for ASA's members?

I wish for ASA's members to enjoy their profession and enjoy their membership in the organization. Part of that might include enhanced communication among members, including our committees and other members who are charged with making decisions and setting goals for the Society, and on-going considerate communication with ASA staff, and another important part might be more effective outreach to potential users and non-ASA appraisers, including the global community.

What do you wish for ASA in the profession?

I wish for ASA to be recognized as the leader in appraisal/valuation and appraisal/valuation review worldwide, for its excellence in training, its comprehensive education, and its global view of professional

appraisal standards, especially those relating to Appraisal/Valuation Review. I wish for ASA to be seen as the premier resource for those wishing to enter or advance in the appraisal profession and for those looking to contract with experienced and reliable appraisal experts for any reason and any assets.

Why should members vote for you?

Members should vote for me if they care about how ASA — its members and its staff — communicate among themselves and with the greater valuation profession and potential clients. My journalism background and understanding of marketing have informed the development of my business and my personal/professional connections and I look forward to contributing to ASA's ongoing communication opportunities.