

Election Biography

Mary B. Reich, GG (GIA), FGA, ASA-MGA, ARM-GJ
Accredited Senior Appraiser designation, 1996
Master Gemologist Appraiser certification, 2004
Appraisal Review and Management designation for GJ, 2020
Chair, GJ discipline committee (2011 – 2013)
Board of Governors, GJ Discipline Governor (2015 – 2019)
ASA Board of Examiners – GJ Vice Chair (2009 – present)
I am currently the managing partner of Gemologically Speaking, LLC in Albuquerque, NM
BA – University of Texas (1984)

Why do you feel you are qualified for this position?

I served as the unofficial representative for the GJ committee to the Budget and Finance committee from 2011 to 2015 when the elected GJ Treasurer was unable to attend the meetings and as a member of the Board of Governors was regularly advised on the financial status of ASA.

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

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Chair, Gems and Jewelry Discipline Committee (2011 – 2013)
Co-developer and Domestic/International Instructor for ASA GJ Principles of Valuation courses

What do you wish for ASA's members?

I would like to see ASA members thrive, professionally and personally. To provide value for ASA members, the organization needs to create a brand recognition with the public and with professional and institutional users of appraisal services for the value of an ASA appraiser so that these potential clients will seek out an ASA designated appraiser first. This will increase the opportunities for lucrative jobs for ASA appraisers, making the time spent in education and money spent in professional dues worthwhile.

While I believe that ASA has a responsibility to build and promote this brand recognition, every member has a similar responsibility to promote their education and designation on their website, social media and in client interactions to create brand awareness on a local level. We have a joint opportunity and responsibility to achieve these goals.

What do you wish for ASA in the profession?

I would like to see ASA's profile raised among those who seek out appraisal and valuation services, including not only individuals, but attorneys, banks, and trust officers. I would like the ASA brand recognized as representing the highest level of competency and education not only for our clients but among our compeer organizations worldwide.

It is my opinion that ASA membership needs to grow by appealing to a more diverse spectrum of younger appraisers and potential appraisers through education and outreach while simultaneously pursuing opportunities to merge with the memberships of like-minded organizations.

Why should members vote for you?

For anyone that knows me, they would know that the only correct answer to the question of "why should members vote for you?" is: I can fog a mirror.

I have the pleasure of running for this position with Melanie Modica, a respected colleague who is more than equally qualified and I will be delighted if she wins. I wish that we both could win this election and serve on the committee together as I believe that the next committee will be dynamic and involved. I have been involved on various ASA governing boards and committees for the past decade with a primary mission of expanding opportunities in governance and mentoring the next generation of appraisers. As a community, GJ discipline members are not getting any younger and I believe that we have a responsibility to replace ourselves.

Whether I win this election for the Treasurer position or my friend and colleague Melanie wins, I will continue to work to grow the GJ membership and support the discipline in its efforts.

Namaste