President’s Message
David Lamonde, SRA, 2012 Chapter President

Being Prepared for Opportunity

As we venture into a new year we must recognize the importance of being a member of the West Coast Florida Chapter of the Appraisal Institute. Not only do we provide a valuable tool in today’s real estate market for fair and honest valuations, we are leading the way in having the most educated and experienced member base. Being prepared for opportunity means lots of things from getting the most up to date education, to networking with other members and organizations, to finalizing a merger with the Northwest Florida Chapter.

This being a renewal year for all of our licenses, the chapter is gearing up for a busy year in education. If you are like me there are always a few classes that seem to get pushed off until the last moment. If the prior years are any indication of the demand for our educational offerings, there should be a lot of full classes, so getting signed up early is suggested. I would like to reiterate our former president’s words about education remaining the core strength of our chapter. In the year 2012 education will become even more important to keep our profession apprised of all the laws, and rules, and regulations.

As in past years, there will be quarterly meetings which give us as members a great opportunity to meet our colleagues and make new friends in the appraisal business. I have heard that these “in person” meetings are becoming obsolete with the dawn of internet conferencing and web meetings, but I don’t think my experiences with all of our great members would have been the same looking into a camera. I would like to encourage our entire membership to attend at least one meeting this year and see what makes our chapter one of the most successful in the nation. Bring a friend, we will make sure to make them feel welcome.

As most of you know, our chapter and the Northwest Florida Chapter are in the process of merging to become the Florida Gulf Coast Chapter. In this chapter you will have familiarity with people like Nancy, who makes everything run smoothly, and new faces of members who are eager to get involved and make a difference in the chapter. This new, larger chapter will be a positive step forward in providing more of our members the opportunity to receive quality education, being represented on a national level and the chance to make a difference in the appraisal profession.

As the barriers to entry in our profession increase and a decline in the overall number of appraisers; there will be a growing need for qualified ethical professional appraisers in upcoming years. As your President I look forward to helping advance our profession by the promotion of our quality education, awareness of new laws, networking opportunities and creating more awareness of Appraisal Institute designations. This is going to be a year of great opportunity, will you be prepared?

Visit our website for information on chapter meetings, education offerings, employment opportunities and other profession updates at http://www.aiwestcoastfl.org/default.asp?id=1
1st Quarter Chapter Luncheon Meeting - Ft. Myers

When: Thursday, February 16, 2012
Where: Pelican Preserve Town Center
10561 Veneto Drive
Ft. Myers, FL 33913
www.pelicanpreservelifestyles.com

Schedule of Events
10:00 AM—11:30 AM: Board of Directors Meeting
Noon—1 PM: Chapter Membership Lunch Meeting
1 PM—4 PM: Seminar: Trial Components: Recipe for Success or Failure? (CE: 3 hours/FREAB)

Seminar Instructor: John Underwood, MAI, SRA, seminar developer and moderator - John is a qualified expert witness for both federal and Florida state courts. The panelists for the Trial Components seminar will be: Larry Sewell, MAI; Jason Holtz, Esq., Ft. Myers; Joryn Jenkins, Esq., Tampa; and Carlos Kelly, Esq., Ft. Myers. Areas of practice of this panel include eminent domain, family law and general practice.

Program: This 3-hour seminar, developed by John Underwood, MAI, SRA, president of Appraisal & Acquisition Consultants, Lantana, FL, will breakdown component parts of a trial and inform attendees on what different trial participants are trying to accomplish. Attendees will have an opportunity to learn about what questions to ask in accepting an assignment and how to prepare for depositions and trial. Report preparation and forming an opinion will be viewed in a legal framework. Sign up early.....this seminar has been very popular!!

To register for these events, go to: www.appraisalinstitute.org/education/WestCoastFlorida.aspx.

Directions:
I-75 to exit 136 (old 22). Head east on Colonial Boulevard for 1 mile. Take a right onto Treeline Boulevard. Follow Treeline for approximately 1 mile. The main entrance to Pelican Preserve will be on the left hand side. Follow entrance to intersection of clubhouse and the Town Center. Turn right and follow signs to the Town Center.

New Designated Member
Caryn Blauser, SRA, Tampa

Welcome to New Following Associate Members!

New Associate Members
Dale C. Silverwood, Sarasota
Matthew S. Simmons, Ft. Myers

Member Transferred In
Sean M. Reilly, Ft. Myers (from Wisconsin)

Retired Member
Jeff Cooper, SRA, North Ft. Myers

*CONGRATULATIONS to Clayton Ketcham, MAI, Tallahassee, recently appointed to the Florida Real Estate Appraisal Board

*CONGRATULATIONS to Jennifer Marshall, SRA, Apollo Beach, recently appointed to the Appraisal Standards and Guidance Committee for the Appraisal Institute
Education
Kenneth G. Foltz, MAI, Chair

This is a recertification year, so if you have not yet started getting the 30 CE hours you will need by the end of 2012, this would be a good time to start. Our first seminar of the year is a good one. Trial Components: Recipe for Success or Failure?, will be held in conjunction with the 1st quarter February 16th chapter meeting at the Pelican Preserve Country Club in Ft. Myers. This 3-hour seminar was developed by John Underwood, MAI. John will be the moderator at this panel-style presentation and our panelists include: Larry Sewell, MAI, Sarasota; Jason Holtz, Esq., Ft. Myers; Joryn Jenkins, Esq., Tampa; and Carlos Kelly, Esq., Ft. Myers. The areas of practice of this panel include eminent domain, family law and general practice. One of these must appeal to you! This seminar will breakdown component parts of a trial and inform attendees on what different trial participants are trying to accomplish. Attendees will have an opportunity to learn about what questions to ask in accepting an assignment and how to prepare for depositions and trial. Report preparation and forming an opinion will be viewed in a legal framework. Sign up early for this one.....it has been selling out when offered!!

Next up on the schedule will be the 7-Hour USPAP and Florida Law which will be held in Tampa on March 1—2 and in Tallahassee on March 8—9, in addition to several more offerings in Ft. Myers on May 9—10, Tampa on September 10—11 and November 8—9 in Lakewood Ranch. NOTE: Effective July 17, 2011, the Supervisor/Trainee Roles and Rules seminar is no longer required to renew your Florida license. The two required classes are the 7-Hour USPAP and the Florida Law.

For those pursuing certification and designation, General Appraiser Market Analysis and Highest and Best Use will be offered on February 7-10. In addition, General Appraiser Sales Comparison Approach (March), General Appraiser Site Valuation and Cost Approach (September), and Real Estate Finance, Statistics & Valuation Modeling (October), are all QE courses that will be offered this year. Depending on whether advanced courses will be scheduled in Florida by the national office, the chapter will consider adding an advanced class later in the year. Stay tuned....

The new 2-day Fundamentals of Separating Real, Personal Property and Intangible Business Assets will be held on March 29—30, 2012 at the Manatee Realtors Conference Center in Lakewood Ranch. The Small Business Administration has updated its appraisal policies relative to “going concern” appraisal and effective October 1st, the SBA requires completion of this new Appraisal Institute course for any real property appraiser completing a going concern appraisal who does not hold a business valuation designation. Attendance at this course will also satisfy the Advanced Continuing Education (ACE) requirement. See more information on ACE requirements in this newsletter. We will also be presenting all three classes in the Litigation Professional Development Program; Litigation Appraising (May), Appraiser as Expert Witness (June) and Condemnation Appraising (August).

We also plan to schedule the following green classes— Introduction to Green Buildings: Principles & Concepts and Case Studies in Appraising Residential Green Buildings for sometime this summer. A third seminar, Case Studies in Appraising Commercial Green Building will also be added as soon as it becomes available to the chapters. These seminars are part of the Valuation of Sustainable Building Professional Development Program recently launched by the Appraisal Institute. Sandy Adomatis, SRA, chapter member and one of the developers of the seminars will be the instructor. Please review the attached schedule to view all the other classes that are scheduled—you should have no problem getting your continuing education hours. You have time for supporting your chapter’s education program—we are here to serve you! I would like to thank Karen Goforth for doing such a great job chairing this committee for the last two years. I will try my best to follow in her footsteps!

Finally, the chapter will be seeking applicants for the annual John & Doretta Gillott/West Coast Florida Chapter Scholarship program in early spring. We encourage those associate members who have not received scholarships in the past as well as those who have previously applied to consider applying this year. The requirements are not overly stringent, however some participation in chapter functions and education greatly increases your chances of being noticed by the board members and chapter leaders. Details on the scholarship application process can be found on page 5 of this newsletter. Thank you for supporting the chapter’s educational offerings. Appraisal Institute education is the best!

Top-notch Appraisal Institute courses and seminars come straight to your desktop with online education! Learn from any computer anywhere, whenever you have time. It’s easy, convenient and a great way to get the education you want. Check out the current course listings that are available at www.appraisalinstitute.org/online-education-view programs.aspx.

REGISTER NOW for classes through OLRS at

www.appraisalinstitute.org/education/WestCoast
Florida
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<th>Date</th>
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<th>Instructor</th>
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<tr>
<td>February 7—10</td>
<td><strong>General Appraiser Market Analysis and Highest &amp; Best Use</strong></td>
<td>William &quot;Otto&quot; Spence, MAI</td>
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<td>Hilton Garden Inn Tampa North (QE 30</td>
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<td>February 16</td>
<td><strong>Trial Components: Recipe for Success or Disaster</strong></td>
<td>Moderator: John Underwood, MAI</td>
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<td>Pelican Preserve Country Club (CE 3)</td>
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<td>February 16</td>
<td><strong>Chapter Lunch Meeting</strong></td>
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<td>@ Pelican Preserve Country Club, Ft. Myers</td>
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<td>March 1</td>
<td><strong>7-Hour National USPAP</strong> @ Wyndham Hotel Tampa</td>
<td>Charles Cowart, MAI</td>
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<td>March 2</td>
<td><strong>3-Hour Florida Law (AM) &amp; Commercial Productivity (CE: 4)</strong></td>
<td>Ken Foltz, MAI</td>
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<td>March 8—9</td>
<td>7-Hour National USPAP and 3-Hour Florida Law</td>
<td>Kenneth G. Foltz, MAI</td>
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<td>Department of Environmental Protection, Tallahassee, FL</td>
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<td>March 13—16</td>
<td><strong>General Appraiser Sales Comparison Approach</strong></td>
<td>Gary Taylor, MAI</td>
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<td>Hyatt Place Tampa/Westshore (QE 30</td>
<td>CE 17)</td>
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<td>March 29—30</td>
<td><strong>Fundamentals of Separating Real, Personal Property &amp; Business Assets</strong></td>
<td>James Vernon, MAI</td>
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<td>Manatee Association Realtors, Lakewood Ranch (QE 14)</td>
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<td>April 18—19</td>
<td><strong>Advanced Spreadsheet Modeling</strong></td>
<td>Mark Smeltzer, MAI</td>
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<td>Wyndham Hotel Tampa Westshore (CE 14)</td>
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<td>April 18</td>
<td><strong>Chapter Meeting—at ARES Nat'l Conference,</strong> Tradewinds Resort, St. Petersburg Beach</td>
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<td>May 4</td>
<td><strong>Appraising the Appraisal: Appraisal Review General</strong></td>
<td>Kenneth G. Foltz, MAI</td>
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<td>Wyndham Hotel Tampa Westshore (CE 7)</td>
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<td>May 9—10</td>
<td><strong>7-Hour National USPAP and 3-Hour Florida Law (Ft. Myers)</strong></td>
<td>Tim Andersen, MAI</td>
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<td>May 17—18</td>
<td><strong>Litigation Appraising: Specialized Topics &amp; Applications</strong></td>
<td>John Underwood, MAI</td>
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<td>Wyndham Hotel Tampa/Westshore (CE 15)</td>
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<td>June 20—21</td>
<td><strong>The Appraiser as Expert Witness</strong></td>
<td>John Underwood, MAI</td>
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<td>Wyndham Hotel Tampa/Westshore (CE 15)</td>
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<td>July—TBA</td>
<td><strong>Introduction to Green Buildings: Principles &amp; Concepts</strong></td>
<td>Sandra Adomatis, SRA</td>
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<td>July—TBA</td>
<td><strong>Case Studies in Appraising Green Residential Buildings</strong></td>
<td>Sandra Adomatis, SRA</td>
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<td>August 15—17</td>
<td><strong>Condemnation Appraising</strong></td>
<td>Harry Holzhauer, MAI</td>
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<td>Wyndham Hotel Tampa/Westshore (CE 17)</td>
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<td>August 23</td>
<td><strong>Residential Applications: Using Technology to Measure Assignment Results</strong></td>
<td>Sandy Adomatis, SRA</td>
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<td>Wyndham Hotel Tampa/Westshore (CE 7)</td>
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<td>September 10—11</td>
<td><strong>7-Hour USPAP and 3-Hour Florida Law</strong></td>
<td>Kenneth G. Foltz, MAI</td>
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<td>September 20</td>
<td><strong>Business Practice and Ethics</strong></td>
<td>Gary F. Scott, SRPA, SRA</td>
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<td>Wyndham Hotel Tampa Westshore (CE 4)</td>
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<td>September 25—28</td>
<td><strong>General Appraiser Site Valuation &amp; Cost Approach</strong></td>
<td>Gary F. Scott, SRPA, SRA</td>
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<td>Wyndham Hotel Tampa Westshore (QE: 30</td>
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<td>October 3—4</td>
<td><strong>Real Estate Finance</strong></td>
<td>Kenneth G. Foltz, MAI</td>
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<td>Wyndham Hotel Tampa/Westshore (QE 15</td>
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<td>November 8</td>
<td><strong>AM Seminar TBA—Chapter Meeting &amp; 3-Hour Florida Law</strong></td>
<td>Don Saba &amp; Kenneth Foltz</td>
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<td>Manatee Association of Realtors, Lakewood Ranch</td>
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<td>November 9</td>
<td><strong>7-Hour National USPAP</strong></td>
<td>Tim Andersen, MAI</td>
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To register for any of the above classes, go to: [http://www.appraisalinstitute.org/education/WestCoastFlorida.aspx](http://www.appraisalinstitute.org/education/WestCoastFlorida.aspx)

Questions? Call chapter office at (813) 962-4003 or email wcoastfl@tampabay.rr.com

West Coast Florida Chapter, 10014 N. Dale Mahry Hwy., #101, Tampa, FL 33618
2012 Gillott/West Coast Florida Chapter Scholarship Program

The West Coast Florida Chapter of the Appraisal Institute awards the John & Doretta Gillott/West Coast Florida Chapter Scholarship Program each year. Scholarships are awarded to assist active associate members of the chapter in achieving their desired designation based on the associate members participation and attendance at chapter events. One scholarship is sponsored by long-time education chairs, John and Doretta Gillott and one is sponsored by the WCF Chapter. The scholarship guidelines and application will soon be posted on the chapter website, education section, at www.aiwestcoastfl.org. Completed applications are due back to the chapter office by April 30, 2012. The chapter board of directors will select this year’s recipients in May.

The chapter scholarship can be used on any West Coast Florida "chapter sponsored" core course that will go towards Appraisal Institute designation. Only associate members of the West Coast Florida Chapter are eligible to apply. The scholarship is good for a two-year period. Don’t miss this great opportunity on your path to designation!

Other scholarship programs are available through the Appraisal Institute. The Appraisal Institute Education Trust offers scholarships for undergraduate and graduate students who are pursuing degrees in the real estate field, and the Minorities and Women Scholarship is awarded to qualified college students and associate members working toward the MAI or SRA designation. For more information on these scholarships, go to: http://www.appraisalinstitute.org/education/scholarship.aspx

Government Relations, Brad Saucier, Chairman

Happy New Year! I sincerely hope that you and your families enjoyed the holiday season. Another year has passed us by with many ideas and changes coming down the pipeline in the coming year. Some changes have already been made with the release of the new 2012-2013 edition of USPAP. There were six (6) revisions to USPAP this year. My understanding is that USPAP books are no longer free, however, we can all access the new version of USPAP by clicking the following link: http://uspap.org/

One change that really caught my attention was the revisions relating to development and disclosure of Exposure Time. As you know, this requirement was questioned in the past due to confusion among some of our clients. Get ready, because exposure time is back! The motive behind this revision was copied directly from the “Foreword” section of USPAP and is as follows:

3. Revisions Relating to Development and Disclosure of Exposure Time Opinion - In order to assure that intended users understand the context in which the opinion of value is developed, the Board has adopted revisions to make it a clear requirement that reasonable exposure time must be reported in all assignments in which an opinion of reasonable exposure time must be developed. As clarified in the 2012-13 edition of USPAP, exposure time must be developed “When exposure time is a component of the definition for the value opinion being developed.”

You can find more information relating to Exposure Time by simply reviewing Statement-6 on page U-90 of the 2012-2013 USPAP manual. See summarized information below regarding two rule changes to 61J1 that took effect in December 2011.

Everyone can get access to the new and proposed rule changes, as they are published with the Florida Administrative Weekly website. This site allows users the opportunity to sign up and receive notification of rule changes. Please don’t hesitate to stay ahead of the curve. This site can be accessed by clicking the following link: https://www.flrules.org/

As you already know, it is difficult to keep track of all the changes and proposed revisions. I will do my best to keep all of you informed on these issues and any forthcoming changes/revisions. Please continue to voice your opinions and concerns by contacting your regional representatives. Feel free to contact me anytime if you have any questions. You can email me at Bsaucier@LeePallardyInc.com or call me at 813-221-3700 Ext. 306. I wish all of you a very safe and prosperous 2012!

Change to 61J1-4.010 Supervision and Training of Registered Trainee Appraisers

There have been two new rule changes to 61J1, which are currently in effect. These rule changes/revisions are as follows:
January, of course, is resolution month and I encourage you to attend one or all of our chapter meetings in 2012. This is an exciting year for our chapter with the pending merger with Northwest Florida and the inclusion of their 112 members, associates and affiliates into our new Florida Gulf Coast Chapter. I’m sure all current WCFL folks will want to personally welcome our Panhandle colleagues this year.

I would especially recommend marking your calendars for our joint meeting with ARES (American Real Estate Society annual meeting) at the Trade Winds Resort in St. Pete Beach, April 17-21, 2012. We are co-sponsoring a cocktail reception on Wednesday, April 18th immediately following the “Critical Issues” seminar being presented by ARES (which will provide 7 hours of Florida CE, by the way). See details in this newsletter regarding the ARES event. This will be a great chance to broaden your appraisal knowledge as there will be several panel discussions, seminars, and fellowship events. We are most grateful that ARES has again chosen our Gulf Coast for their annual meeting and asked us to participate.

Appraisers, by their nature, tend to be somewhat isolated in their work, which requires hours of tedious research and analysis followed by more hours at the keyboard. We sometimes miss the “big picture” of our profession and the fellowship of our peers. You might think chapter meetings are unnecessary and inconvenient distractions from our work; I once thought that also.

Your board has tried in recent years to minimize the inconveniences by scheduling meetings at midday and coupling them with an educational offering. We have also tried to select venues along the Interstate corridor to shorten travel time. It has been my experience that networking at our meetings has been very rewarding in terms of expanding and enhancing our body of knowledge as a profession and forming great friendships.

Hope to see you this year at one or all of our chapter meetings and thanks for the opportunity to serve you.

Richard Tobias, MAI, 2012 Chapter Vice President
dicktobias@aol.com
2012 Nominating Committee
Cliff Bowen, SRA, Chair

The selection of a five-member nominating committee will be completed at the February 16th chapter meeting. This committee is charged with preparing a slate of nominees for positions of 2013 officers, directors and regional representatives of the West Coast Florida Chapter.

The nominating committee will be chaired by immediate past president, Cliff Bowen, SRA. The current chapter president, David Lemonde, SRA, will appoint one committee member and the Board of Directors will appoint one committee member to the nominating committee. The Chapter membership will nominate the remaining two members at the February 16th meeting. Due to recent changes to the national bylaws, chapter elections must now be completed each year by June 30th. Due to this change, the chapter elections will be held at the April 18th chapter meeting in St. Pete.

If you are interested in serving on this year’s nominating committee, please contact the chapter office at (813) 962-4003 or send an email to wcoastfl@tampabay.rr.com no later than February 14th.

Membership Development & Retention Report
J. Bruce Cumming, Jr., Chair

As always, I would like to welcome all new chapter associate members to the West Coast Florida Chapter and would like to encourage you to attend chapter meetings, which provide a great networking opportunity. If you have any questions, or interest in becoming more actively involved with the West Coast Florida Chapter, please feel free to contact me at any time. Our chapter education programs both seminars and courses provide among the best real estate valuation professional education available and also offer excellent networking opportunities.

Last fall we had a successful program for trainee appraisers at the University Park Country Club in Sarasota. I would like to, once again, thank our four panelists, Joni Herndon, SRA, vice chairman of the Florida Real Estate Appraisal Board and chairman of Region X, Ken Foltz, MAI, SRA, 2012 chapter education chairman, Mike Jonas, MAI, CCIM, 2012 chapter treasurer, and Mary Patterson, SRA, 2012 chapter director. We had about 20 trainees attend the event and a few designated members. Many stayed to network during the reception and stayed well after the formal event had ended.

One idea for 2012 would be to build on the trainee event and add a chapter orientation component to it. The focus would be on new associate members and older associate members and designated members who are thinking about becoming more actively involved with the Appraisal Institute at some level. The idea would be to schedule this event in time proximity to a chapter meeting, most likely next fall. Details and scheduling would need to be developed and the idea is very “skeletal” at this point. I am also looking for ideas for 2012 for the membership development committee to pursue. If you have any thoughts, please feel free to contact me. I wish everyone in the chapter much success in 2012.

J. Bruce Cumming, Jr.
jbcummingjr@gmail.com

Approved Program List for 1.25 Hours of Appraisal Institute Continuing Education Credit

Practicing designated members will receive 1.25 hours of AI credit for any Appraisal Institute course or seminar that is included on the Approved Program List. Several classes being held by the West Coast Florida Chapter in 2012 are approved for the additional 1.25 hours. They are as follows:

- Litigation Appraising (May)
- The Appraiser as Expert Witness (June)
- Condemnation Appraising (August)
- Real Estate Finance (October)

Click Here

When taking online education, remember to check state approvals prior to registering! Be sure your class is approved in Florida.

Sign up Today!
As a university relations update, Joel Salley (Northwest Florida Chapter) and I represented Region X at the 2011 FSU Real Estate Trends & Networking Conference. About 400 professionals and 100 FSU real estate students attended the 2011 Trends conference. I went up to FSU a day early and spoke to Steve Bailey's REE 4103 (Real Estate Valuation) class of about 50 students, 22 of the 50 students filled out my FMI (For More Information) form and I sent each student a lengthy email with several attachments and links. Five to 10 students talked with me for a while after my presentation. Bill Woodyard, JD talked to me at after the closing luncheon about coming up to FSU this Spring Semester and talking to his 550 (five hundred and fifty) student REE 3043 (Principles of Real Estate) class.

I am assuming that the sponsorship levels will remain the same for the 2012 FSU Real Estate Trends & Networking Conference. Which means that University Relations will be making a budget request, at some point, for about $1,000. Region X has sponsored the FSU Real Estate Trends & Networking Conference every year since 2004 (with the exception of 2010, due to a time conflict with the Miami Beach Appraisal Institute meeting). If the Region elects to maintain its sponsorship, we would also need an additional delegate for the second slot, so if anyone has an interest, please let me know.

Greg Smersh, PhD at USF has asked me to talk to one of his new graduate-level real estate courses in USF's new MSRE (Master of Science in Real Estate) program, http://business.usf.edu/programs/master/finance/realestate/index.asp. The scheduled date is January 24, 2012 at the USF College of Business Administration.

Shelton Weeks, PhD, who is the new chairman of the Economics and Finance Department at Florida Gulf Coast University and a former real estate professor at FGCU has an interest in the West Coast Florida Chapter hosting another Career Forum21 panel discussion at FGCU similar to the one that we did in 2011. If scheduling works out, I will be needing six panelists. Based upon discussions with Ryan Zink, MAI who has run a similar event for the East Florida Chapter at UCF in Orlando for the past three years, we will be rotating panelists this year . . . so that last year's juniors, this year's seniors, will see new faces and get a different perspective on the industry.

I have also floated the idea by Dean Gatzaflf, PhD and Steve Baily, JD at FSU about our new combined chapter doing a Career Forum21 at FSU. This would most likely be done in conjunction with the FSU Real Estate Society and would be similar in format to the event that we did last March at FGCU. We may try for later this Spring, or next Fall (more likely), ideally near the time of the Tallahassee chapter meeting.

I am also talking with an economics professor, Tarron Khemraj, PhD, at New College of Florida in Sarasota about talking with some of the NCF economics majors. We are targeting sometime in February for this inaugural event.

The Bergstrom Center for Real Estate Studies will be hosting their 2012 UF Real Estate Trends & Strategies Conference, in Orlando, Florida on February 16—17, http://warrington.ufl.edu/fire/realestate/. Anyone can register and attend the UF Strategies conference. I am a Gator and I see many Gator license tags on cars attending the FSU Trends conference every year.

EMPLOYMENT OPPORTUNITIES......

Are you a residential appraiser who is tired of getting beat down on fees by AMC’s? Have you downsized your business and are maybe bored working by yourself at home? HVA, Inc. is looking to partner with a residential appraiser who has 10+ years experience in the Tampa Bay Market. With over 27 years experience and a successful commercial appraisal business I’d like to share my clients with someone I can work side by side with at my North Tampa office. If this sounds interesting, contact woody.herr@herrva.com.

Are you a commercial appraiser who specializes in eminent domain work? Have you downsized your business and are bored working by yourself at home? Are you unable to bid on large multiple parcel assignments due to a lack of staff? I’m an MAI appraiser with over 27 years of experience, a staff of senior appraisers, and an upscale fully furnished North Tampa office that I have a desire share with an eminent domain appraiser who has 10+ years of experience in the Tampa Bay Market. If this sounds interesting, contact woody.herr@herrva.com.
Continuing Education Updates

Designated members must now complete the Advanced Continuing Education (ACE) requirement in cycles ending December 2011 and after. There are three newly added Professional Development Programs that can fulfill your Advanced Continuing Education (ACE) requirement for your CE cycle:

1. Valuation in Challenging Markets
2. Fundamentals of Separating Real and Personal Property from Intangible Business Assets
3. Introduction to Green Buildings & Case Studies in Appraising Green Residential Buildings (please note that both of these courses must be taken for full credit)

The above new programs join the already existing Professional Development Programs: Valuation of Conservation Easements, Appraising Historic Preservation Easements, and Litigation (please note that to get credit for the Litigation option you must complete all three separate classes).

Fulfill your ACE requirement and expand your appraisal knowledge by taking one of these six available Professional Development Programs! Plus, you will get 1.25 CE hours for every hour in these programs. Another option to meet the ACE requirement is to take a Level II Advanced Curriculum Course. SRA designated members can take the Real Estate Finance, Statistics and Valuation Modeling course.

USPAP: CE credit for the 7-hour or 15-hour USPAP course can be granted up to three times per CE cycle. Questions? Contact the Continuing Education Department of the Appraisal Institute at (312) 335-4415 or ce@appraisalinstitute.org.

New Member Benefit: Narrative1

Announced last month, members get special discounts on commercial software products and support services. Narrative1 offers 10% off for AI designated members and 5% off for AI Associate and Affiliate members. While commercial real estate appraisal reports using Microsoft Word and Excel, Narrative1 includes professional narrative appraisal templates, valuation spreadsheets, comps database, mapping with Google Earth and numerous ancillary tools. Narrative appraisal report templates for retail, office, multifamily and mixed-use properties are designed to meet the latest USPAP requirements. The system can be used immediately or customized without advanced computer skills.

Important Dues Information — 2012 dues invoices are available online. Printed invoices will only be mailed to members who have not chosen the "Go Paperless" option.

There are four convenient ways to pay your dues:

- **Online**—Log in to your My AI Account and choose "My Dues Invoice" on the left to pay by check, debit or credit card.
- **Phone**—Service Center Representatives can take your debit or credit card information over the phone. Call 888-756-4624
- **Fax**—Complete and send your invoice to 312-335-4292
- **Mail**—Send the bottom portion of your invoice to: Appraisal Institute Remittance Center, 97498 Eagle Way, Chicago, IL 60679

New Payment Plan Option—Interested in a payment plan? You can now split your dues into monthly payments with the Payment Plan option. To learn more about the new payment plan, click here.

Please note—Annual dues are due January 1. Membership dues (both national and chapter) are non-refundable. Associate members are also required to comply with Standards and Ethics requirement to maintain a membership in good standing.
Caryn Blauser, SRA

Where do you work? How long?
Fifth/Third Bank for the last 2.5 years

How did you get started in the business?
My dad is a real estate developer so real estate has always been a part of my life. I don’t like sales; therefore, I thought real estate appraisal would be a better fit.

What type of appraisal work do you do?
Reviews for both residential and commercial appraisal assignments.

How has your practice changed in recent years?
Instead of writing reports, I am reviewing.

Who/what is the biggest influence for you in getting the designation?
My husband Randy, who is an MAI. He bet me I couldn’t get it done by the end of the year. He was wrong…again! (I do love a challenge!) A close second was the chief appraiser with Fifth/Third Bank, Andy Luzod. He was very instrumental in keeping me focused.

Hometown?
Columbus, Ohio

Favorite Hobby/Activities?
My favorite activity according to my husband and kids is keeping them in line. I am also an avid reader.

What advice can you give to other associate members letting the demo hold them back from receiving their designation?
Just sign up for the class and get it done. The residential report writing class makes it very easy; no need to gather massive amounts of data and try to find the “perfect” property. It is all provided to you; just be willing to dedicate the necessary time before the class starts to analyze the data at hand.

Any other advice to associate members?
Good luck and if I can be of any help, please give me a call!

2012 Appraisal Institute Annual Meeting

Save the date!

August 1—3, 2012
Loews Coronado Bay Hotel
San Diego, CA
Based upon my rather extensive economic and financial reading I am of the opinion that we are in the eye of the economic hurricane and have yet to navigate the back side of the financial maelstrom that started in 2007. With the political and financial elite kicking the economic can down the road, extending the road, building a bridge for the road, digging a tunnel for the road, and perhaps chartering a ferry to carry the can to the next shore and the next road (repeat as needed) the end of "extend and pretend" and "delay and pray," or the day of reckoning does not look good from my rather bearish perch.

However, I am also of the opinion that challenging times can create great opportunity. What is the best way to prepare for that opportunity? I am sure that there are many ways, however, my favorite tends to be research upon which to gather insight, create ideas, and to develop plans.

From a managerial perspective identifying the best professional service firm management and marketing books currently in print seemed like a logical way to start. Actively reading them will generate insight upon which to create ideas and to, hopefully, develop a profitable plan. Below is the active reading list that I developed.

The first two books are by former Harvard Business School Professor David H. Maister, PhD. From 1985 to 2009 Maister was a management consultant to the largest professional service firms in the world. Toward the end of his career Maister charged $20,000 per day plus first class travel. Maister has written several other books that are not listed, but also offer excellent insight into the management of professional service firms.

Amazon.com has all these books, if you search the title, you can often see book previews, read publishers comments, see readers rankings and read readers reviews. Amazon.com is also kind enough to list other books bought by the buyer of the searched book. This is a fairly comprehensive way to decide if the book is worth your money and your time, or if another suits your purpose better.

Managing The Professional Service Firm
First Among Equals: How to Manage a Group of Professionals
The Art of Managing Professional Services: Insights from Leaders of the World's Top Firms
When Professionals Have to Lead: A New Model for High Performance
Rain Making: Attract New Clients No Matter What Your Field
Marketing Professional Services - Revised
Professional Services Marketing: How the Best Firms Build Premier Brands, Thriving Lead Generation Engines, and Cultures of Business Development Success
Winning the Professional Services Sale: Unconventional Strategies to Reach More Clients, Land Profitable Work, and Maintain Your Sanity
SPIN Selling

Some additional reading that could prove insightful on the consulting side include a trilogy of three books by elite management consulting firm, McKinsey & Company, alumni. Some creativity will need to be applied to take management consulting ideas and transpose them into real estate consulting applications.

The McKinsey Way
The McKinsey Mind: Understanding and Implementing the Problem-Solving Tools and Management Techniques of the World's Top Strategic Consulting Firm
The McKinsey Engagement: A Powerful Toolkit For More Efficient and Effective Team Problem Solving
The Lords of Strategy: The Secret Intellectual History of the New Corporate World

Happy reading!
4th Quarter Meeting and Installation—November 10, 2011

Past Presidents Leslie McKeon, Joni Herndon and Mike McKinley at November Meeting

Peter Christiansen instructing Loss Prevention class

Geri Armalavage, Carolyn Stacey, Mary Patterson and Mike Collas

November 10th seminar in Clearwater

Loss Prevention seminar held at Feather Sound Country Club in Clearwater

Board Members Curt Wheeler, Dick Tobias and Chris Finch at 4th Quarter Meeting

Past Presidents Leslie McKeon, Joni Herndon and Mike McKinley at November Meeting

Installation of the 2012 Chapter leadership installed by Region X Chair Joni Herndon

Outgoing Chapter President Cliff Bowen congratulates incoming president David Lemonde, SRA

Past Presidents of the West Coast Florida Chapter in attendance (l - r) Jim Millsbaugh, David Lemonde, Joni Herndon, Henry Entreken, Cliff Bowen, Gerald Hendry, Karen Goforth, Leslie McKeon & Mike McKinley

Brian Zamorski, Dan Richardson with Karen Goforth at November meeting

Robert Dunham, Gary Scott and Patricia Staebler enjoying social reception

West Coast Florida Chapter 2012 Board of Directors
28th Annual American Real Estate Society Meeting
April 17-21, 2012
TradeWinds Island Resorts
St. Pete Beach, Florida

SAVE THE DATE!!

The West Coast Florida Chapter will hold its 2nd Quarter Chapter Meeting in conjunction with the ARES Reception on Wednesday evening, April 18, 2012—The West Coast Florida Chapter will be a co-sponsor of the cocktail reception, which will be FREE to our chapter members.

Plan to attend the “Critical Issues” seminar being held on April 18th from 8 AM—5 PM—This seminar is pending approval for 7 hours of CE in Florida! Seminar tuition is $150.00—to register go to: www.Aresnet.org

ANNUAL CRITICAL ISSUES SEMINAR: CRITICAL TOPICS OF INTEREST TO THE INDUSTRY • WED., APRIL 18, 2012
All-day seminar featuring national experts who will be addressing critical issues facing decision makers, investment specialists, and appraisers in the areas of real estate market cycles, investments, finance, valuation, and portfolio management. Tuition: $150.00 Co-Sponsored by: The Appraisal Institute, the CCIM Institute, and ARES.
Please join us for the next chapter luncheon meeting & 3 hours of education!

Location: Pelican Preserve Country Club Town Center
10561 Veneto Drive, Ft. Myers, FL 33913

Schedule: Noon—1 PM: 1st Q Chapter Membership Lunch Meeting
1 PM—4 PM: Trial Components: Recipe for Success or Failure

You Don’t Want to Miss this Meeting....The 3-hour seminar Trial Components, developed by John Underwood, MAI, SRA, will breakdown component parts of a trial and inform attendees on what different trial participants are trying to accomplish. Attendees will have an opportunity to learn about what questions to ask in accepting an assignment and how to prepare for depositions and trial. Report preparation and forming an opinion will be viewed in a legal framework. Our panel of attorneys have areas of practice in eminent domain, general practice and family law. Sign up early.....this seminar has been selling out when offered!!

The chapter lunch meeting will be held prior to the seminar and is included in the tuition. Please register soon to guarantee a seat. You can register online or send the registration form below back to the chapter office. If you need any further information, please contact Nancy at (813) 962-4003.

To register for seminar and/or lunch meeting: www.appraisalinstitute.org/education/WestCoastFlorida.aspx

Chapter Meeting Registration Application (February 16, 2012)

Name ________________________________________________________  
Firm ________________________________________________________  
Address ________________________________________________________  
City _____________________________ State ______ Zip _____________  
Email ______________________________License # __________________  
Phone ________________________________________________________  
Payment: ❑ Visa ❑ MasterCard ❑ Amex ❑ Check  
Card # _____________________________ Exp Date________  
I plan to attend: ❑ Seminar ❑ Meeting ❑ Both  

COST

Mtg. Only: $20 Member | $30 Nonmember
Seminar: $100 Member | $150 Nonmember
(Seminar Tuition Includes Lunch Meeting)

Mail or Fax Registration to:
West Coast Florida Chapter - AI
10014 N. Dale Mabry Hwy., Ste. 101
Tampa, FL 33618
T 813-962-4003 F 813-962-4006
Questions? wcoastfl@tampabay.rr.com