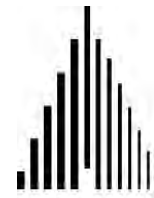


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**IOWA CHAPTER  
of the Appraisal Institute**

***IOWA Chapter News  
March 2005***



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## **FROM THE PRESIDENT**

Michael J. Lara, MAI

First of all I would like to thank the Chapter for allowing me the opportunity to serve as your President for 2005. It is truly an honor and I look forward to the challenge! I would also like to thank Kevin Pollard, MAI for his outstanding leadership this past year. Kevin's insights and expertise continued the success of our Chapter.

Having said that, March Madness is here. The Board of Directors, Committee Chairs, and Regional Representatives met on February 25, 2005 at the Urbandale Library. We had a strong attendance, set an agenda and completed a strategy for the coming year. We still have room on the Governance and Public Relations Committee's. Anyone interested in working on those please contact me.

Rich Hughes, MAI has done it again. He has coordinated excellent educational opportunities for this year. He has continued to provide a great cross section of residential and commercial oriented seminars, and this has been a continued strength for our chapter. Thanks Rich for all your efforts. A complete list can be found later in the *Newsletter*.

Another success of our Chapter has been our grassroots efforts in contacting? our associates throughout the year. Many other AI Chapters have adopted this policy and reaped the success that we have in gaining valuable feedback from our associates. National has also been a proponent of this. Associates please keep us posted as to your progress and let us know how we can help you down the path to designation. Thanks in advance to Greg Lynch, MAI and Judy Zwanziger, SRA who will be leading this effort.

This spring, the Appraisal Institute will begin a 3-year Visibility Campaign. The goal is to increase awareness of the Appraisal Institute and educate the public of our credentials. The campaign will target our usual clients (bankers, mortgage brokers, etc), as well as attorneys and financial planners via radio and periodical advertisements. It is anticipated that National will spend \$1,400,000 in 2005, with an additional \$800,000 each in years 2006 and 2007. Not all cities will be targets, but select markets where the most success is anticipated by the consultant. We are fortunate that Des Moines will be one of the selected markets.

The Leadership Development Advisory Council Meeting was held on March 9-11, 2005 in Washington, DC. Karen Oberman, SRA and Vice Chair of LDAC, was accompanied by Brett Blanchfield and Shauna Elmer from our chapter. I have heard from many constituents from around the country and understand it was a huge success!

For upcoming events, there will be a Region II conference call on March 23. Region 7 has invited our region to attend a joint meeting. Items to be discussed during the conference call will include the agenda for the joint meeting with Regions 7 and 8, scheduling director visits, and other chapter criteria. The meetings will be held in

Las Vegas on June 8 - 11. Those participating in the conference call will be Rich Hughes, MAI, Education Chair; Regional Representatives, Karen Oberman, SRA and Gary Weckerlin, MAI; and myself.

Kevin Pollard, MAI will be gearing up the Nominating Committee to procure a list of officers for 2006. I encourage all in the Chapter to participate. Our continued success depends on those willing to serve.

Again, I would ask all members to show your pride and wear your respective AI pin to our Chapter meetings and other professional gatherings. Let's show our professionalism and promote our designations. Be proud and wear 'em if you got 'em!

We value your input and ask that if you have any questions or concerns, to please feel free to contact me, a Committee Chair, Regional Representative, or Board of Director. I can be reached at (515) 248-3028 or at [lara.mike@principal.com](mailto:lara.mike@principal.com) or visit our website at [www.aiofiowa.org](http://www.aiofiowa.org) for a complete list of officers.

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**FROM THE VICE-PRESIDENT AND  
CHAIR OF THE MEMBERSHIP RECRUITMENT  
AND RETENTION COMMITTEE**

Gregory P. Lynch, MAI

I would like to thank the membership for the opportunity to serve as your Vice President this year! I am also the Chair of the Membership Retention and Development Committee. Pat Schulte, Bob Blincow and Mark Nelson will also be serving on the committee. One of our many goals is to touch base with each of the associates during the course of the year, find out how things are coming along with regard to the designation path and how we can help them achieve their goal. Reaching your respective designation is a tremendous achievement and worthwhile goal. It takes a lot of time, dedication and hard work, but is equally rewarding both personally and professionally for many, many years.

Having said this, we will be contacting the General Associate Members, while Dennis Loll and Judy Zwanziger will be spearheading contact with the Residential Associates. In addition, Dick Koestner and Laura Oldfather will be working with Dennis and Judy. So please, anticipate calls from these groups and let us know of your progress and how we can help in your path to the designation. The stronger the membership, the stronger the chapter and the Appraisal Institute!

Going forward, we would also like to recognize our Associates at our meetings and continuing education seminars. Members, I ask for your help in encouraging the Associates to attend meetings/seminars and make them feel welcome at every opportunity.

We are also planning a dinner/social for the residential associates that would provide an evening of networking centered on some type of program/presentation. My initial thoughts are to have a round table panel discussion with perhaps four to five residential developers. Nothing is etched in stone, so if any of you have an idea on what you would like to see presented/discussed, please let me know.

I greatly appreciate your support and look forward to a challenging year ahead. Please call upon me with any questions or concerns you may have during the course of the year. I can be reached via email at [lynch@assess.co.polk.ia.us](mailto:lynch@assess.co.polk.ia.us) or call (515) 286-3148.

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## FROM THE SECRETARY/TREASURER

Dennis L. Loll, SRA

I hope everyone is having a good year so far. It appears it is going to be another busy year. As your Secretary/Treasurer, I feel the responsibility of putting all of our member's money to the best use possible. Mike Lara found out that the Chapter could be getting reimbursed from National for promotions made during the year. Wayne filed the needed papers and as a result, the Chapter received \$750 last year that was unexpected. We will continue to be as diligent as possible to help the members get as much bang for their buck as we can.

The current expenses have coincided with the proposed budget, and we appear to be on track for another successful year.

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## 2005 EDUCATION OPPORTUNITIES - FROM THE EDUCATION CHAIR

Richard W. Hughes, MAI, SRA

Each year the Iowa Chapter's Education Committee attempts to expand educational offerings into all categories and in 2005 we have gone all out to accomplish that expanded role. Working with Chicago, this year the Iowa Chapter has scheduled both continuing education seminars and qualifying education courses, which include 110, 120, 15-hour USPAP, and 530. Additionally, we will be emphasizing on-line education through the Appraisal Institute website. Combined with the annual 7-hour USPAP updates and our participation in the Real Estate Expo, 2005 will be a very busy year for education opportunities.

Continuing Education Schedule includes:

Our first seminar this year will be *Evaluating Residential Construction* on the 31<sup>st</sup> of March in Davenport and on the 1<sup>st</sup> of April in Des Moines. The instructor is Jim Canestaro, a registered architect and certified urban planner. Jim developed this seminar as a visual learning experience. This presentation will be totally different from what you typically expect. He does not lecture from the front of the room and covers a 125-page manual with 950 slides in the 7-hour session. This is extremely fast paced.

In May, Alan Hummel SRA will be working across the state and presenting the *USPAP (Course 400)* in two locations. This is the Appraisal Foundation's 7-hour session that is needed for state certification. Dates for this seminar are the 2<sup>nd</sup> in Quad Cities and the 9<sup>th</sup> in Des Moines.

June's schedule has been totally changed to present the *Fannie Mae Update to the Uniform Residential Report*. Seminar dates sponsored by the Iowa Chapter are the 9<sup>th</sup> in Davenport and the 10<sup>th</sup> in Des Moines. This seminar **sponsored by National** will also be presented in two other Iowa locations, Mason City and Sioux City. Dates have yet to be established for these locations but should be the following week. This will be a 7-hour seminar.

The September seminar at Aegon will be *Mathematically Modeling Real Estate Data* with Jim Sanders SRA. This is a 7-hour seminar scheduled for the 16<sup>th</sup>. In this user-friendly seminar, you will learn about the power of statistical modeling. Statistical modeling techniques, including multiple regression analysis, will expand residential and commercial appraiser's abilities to study the market variables. This

seminar will also expand your understanding of the potential strengths and weaknesses in an AVM. This will be a very focused seminar and a 2-3 hour statistical refresher will probably be offered prior to the session.

In October will be the CCIM's Real Estate Expo in West Des Moines that we participate in each year. Contact Gene Nelsen for more information or if you would like to make a presentation during one of the break out sessions.

Novemberfest III will be at the Amanas on the 18<sup>th</sup>. Current plans are for a half-day session (4-hours) on local topics followed by the annual recognition dinner. If you would like to make a presentation of lead a case-study discussion, just me a call.

### Qualifying Education Schedule

This year the *Iowa Chapter and National* will be sponsoring four courses in our area:

In July, Joe Magdziarz will be instructing the *Advanced Sales Comparison and Cost Approaches (Course 530)* in West Des Moines. This is a 40-hour course and the dates are the 21<sup>st</sup> to the 23<sup>rd</sup> and the 25<sup>th</sup> to the 27<sup>th</sup>.

October 17-20, Craig Harrington will be instructing *Real Estate Principles (Course 110)* in Des Moines. This course has been rewritten and is now 30 hours.

October 24 –27, Craig will also be instructing *Real Estate Procedures (Course 120)* in Des Moines. This course has also been rewritten and is now 30 hours.

In November, the Iowa Chapter will be presenting the *15-hour National USPAP Course* on the 4<sup>th</sup> and 5<sup>th</sup> in Des Moines. This is the new Appraisal Foundation course (tested USPAP) and would be applicable to pre-licensed appraisers or designated AI appraisers that need USPAP for their 5-year cycle.

In providing scheduled, educational opportunities throughout the year, it is important that prospective attendees observe the registration deadlines. For a quality program to be conducted involves considerable time and effort on the part of the Chapter to make arrangements, contracting instructors, and ordering books and meals. The education committee would like to remind prospective attendees to sign up by the scheduled deadline in order to provide the Chapter enough time to adjust for different situations and provide a quality program.

As you can see 2005 will be a very, busy year for the Iowa Chapter and Wayne. We will be offering a total of 168 educational hours throughout the state. Plus the Appraisal Institute has continued to expand general education offerings that are available online. So if you haven't been online with the Institute for some time, check it out.

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## FROM THE GOVERNMENT RELATIONS CHAIR

Gary Caldwell

As the chapter's government relations chair, I am your representative to the Iowa Appraisal Advisory Council (IAAC) to which I was elected president for the current year. The IAAC board consists of representatives from

all of the professional appraisal organizations in the state. It was originally formed to assist in formulating the laws, rules and regulations to govern the certified appraisers in Iowa when state licensing was first introduced.

In recent years IAAC has been leading the push for mandatory appraiser certification, an upgrade from the current voluntary status. Year after year after year of attempting to pass mandatory certification legislation has been met with strong opposition by primarily the Iowa Association of REALTORS and the Iowa Bankers Association. Becoming a mandatory state is still a high priority, but this year it was decided to not introduce a bill to the House or Senate.

IAAC has broadened its focus this year from concentrating only on mandatory certification to looking at other issues of importance to the appraisal and appraisal user communities, both on a state wide and national basis. As an example, we have had several meetings with Iowa Citizens for Community Improvement which is tackling the issue of predatory lending, including appraisals that show inflated property values.

IAAC is also reaching out to the Iowa Real Estate Appraiser Examining Board to foster that relationship. The idea is to offer our help to the board and to work together to help solve any issues that arise. One of the issues for everyone to be aware of is that soon, proposed rules will be published addressing the issue of requirements for mentoring trainees. (Note I said “mentor” rather than “signing for” trainees.)

If there is an appraisal industry issue that you feel needs to be addressed, please contact me.

HELP WANTED – As the chapter’s government relations chair I am currently a committee of one. I would like to have two additional members, preferably one commercial appraiser and one residential. Please contact me if you have any interest in monitoring and addressing the important legislative issues that affect us all on a daily basis. It really is not that difficult or time consuming, especially if I have help! Thank you in advance. Gary Caldwell, [caldaprs1@mchsi.com](mailto:caldaprs1@mchsi.com) , 319-395-7786

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## FROM THE VICE-CHAIR LDAC

Karen L. Oberman, SRA

I asked Brett Blanchfield, a candidate who accompanied Shauna Elmer and me to the National LDAC convention in March. The following are comments from Brett:

LDAC was very worthwhile. 2005 was my first year participating in the Leadership Development Advisory Council (LDAC) in Washington, DC. While at the conference, I was able to meet appraisers from around the United States and beyond. Together we discussed upcoming issues in the Appraisal Institute, such as where the future of the Appraisal Institute lies, continuing education, advancement of the SRA designation, and increasing AI membership.

The 109th Congress (2005) will be dealing with several issues nationally that are affecting all appraisers. On Thursday afternoon, March 10, we met with staff for Senator Grassley, and Congressmen Latham and Boswell. I also had the opportunity to meet with staff for the congressmen from Maine and Massachusetts. We discussed potential changes which would help to preserve appraiser independence as a step in helping to reduce mortgage fraud and pushed for higher appraisal standards for conservation and preservation easements completed for charitable contributions.

While I originally felt unprepared to step onto such a national stage, having the upcoming leader and a former leader of the LDAC from Iowa certainly helped to make me feel comfortable. The opportunity to

meet and network with the upwardly mobile members and associates in the Appraisal Institute left me inspired to continue the work that was started by our lobbying efforts. Also, I recognized the need to include more associate members from Iowa on discussions about the future of our organization and how we can help them advance toward their goals.

Overall, the experience was very rewarding. I am honored to have been selected to participate in this important advisory group and would encourage anyone interested in learning more about the Appraisal Institute and our Government Relations Committee to apply to join me next year.



Brett Blanchfield, Shauna Elmer, and Karen Oberman  
The Iowa Contingency at LDAC

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## FROM THE PUBLIC RELATIONS CHAIR

Gene Nelsen, MAI

Things are heating up at National for public relations for the Appraisal Institute. The newly announced Visibility Campaign intends to essentially target specific client types, such as attorneys, accountants, financial planners and lenders. They are providing reimbursements and matching funds for PR promotions too. These efforts are supposed to pinnacle this spring. With this in mind, I am asking any who are interested to serve on this committee.

As part of this campaign, National AI has entered into an arrangement with the CCIM Institute to allow AI members to join as Organizational Affiliates. This status allows access to Site To Do Business and other programs. I am also on the state chapter board of that organization. As a CCIM Member, I encourage all appraisers to get this prestigious designation as well.

The University of Northern Iowa Real Estate Advisory Council will meet Wednesday, April 13. As many of you know, I am the Chair of that Council this year. As such, I want to thank the Chapter for increasing the amount of money to the program to \$2,500, annually. Due to the budget cuts to state universities, Dr. Cox has been asking that gifts to the “program” be made in lieu of or in addition to “scholarships”. I want to thank the AI Board for allowing \$1,500 to be allocated to the program, while leaving \$1,000 for two scholarships to be awarded to students pursuing appraisal as a profession. Please forward any comments and ideas regarding the UNI Real Estate major to me prior to the meeting, or at any time. There were 174 declared majors in the Real Estate Program last Fall Term. The Program also has a “Friends Network” that is intended to provide those persons interested in being a part of the UNI program network a vehicle to provide input and funding.

The UNI Rho Epsilon Student Club annual golf outing is scheduled for Friday, May 6. There are opportunities to sponsor holes and tees. Last year all were sold out by the middle of April. The Iowa Chapter of the Appraisal Institute has sponsored a hole each of the last several years.

The 9<sup>th</sup> Annual Iowa Commercial Real Estate Expo is scheduled for October 4, 2005 at the Sheraton (former University Park Holiday Inn) in West Des Moines. As in past years, the Appraisal Institute is being asked to provide one or two, 50-minute breakout sessions. Again, please contact me with ideas. This has been a great opportunity for Chapter members to present programs, network, and talk about the Appraisal Institute to over 200 attendees comprised of brokers, attorneys, accountants, and others interested in real estate. Mark your calendars and plan on attending this great event.

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## FROM THE SOCIAL COMMITTEE

Bruce R. Gunderson

This year our aim is to have a golf outing followed by a social and dinner gathering tentatively on the Thursday afternoon of September 15, the day before the Cedar Rapids Aegon Seminar/Chapter Meeting. We hope this meeting will attract the largest share of our members. For those who wish to golf, we hope to set times in the afternoon while those who do not wish to golf can meet up that evening. We are looking at golf clubs in Cedar Rapids or perhaps the Amana Course. Further details will follow.

Also, a suggestion was presented to have less formal social gatherings before or after other educational offerings this year. If you have ideas on logistics on the other dates, please contact Bruce Gunderson [bruceema@qwest.net](mailto:bruceema@qwest.net) 515-244-2257 or Ron McWilliams [mewilliamsapprai@qwest.net](mailto:mewilliamsapprai@qwest.net) 515-276-0445.

See you there.

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## MEMBER NEWS

### New Associates

The Iowa Chapter has several new Associate Members; Tami Green – residing in Des Moines; Dane Anderson and Tasha Gould – with Iowa Appraisal & Research in Des Moines; Tyler Haskovec with Aegon in Cedar Rapids; James N. Pooley – with Iowa Valuation Services in Colfax; Matt Johnson - with Kesterson Appraisal in Fort Dodge; Clint Miller – with Hayes Appraisal Associates in West Des Moines; Jessica Trout – with Appraisal Associates in Cedar Rapids; and William Sparks – residing in Des Moines.

We are pleased to have these new associates. If the Chapter can be on help to any of the Associates, please contact Judy Zwanziger at [jzwanziger@indianola.net](mailto:jzwanziger@indianola.net) or at 515-061-7895. Good luck to all of you in your path to an exciting and prestigious designation.

Charles Mirocha of Bettendorf, Iowa has rejoined the Chapter as a MAI associate.

**Deceased - Jay (John T.) Willits, MAI, SRA**

Mr. John T Willits, 93, of Davenport, passed away on Thursday, December 9, 2004. Jay was the owner and sole proprietor of Willits Appraisal. He was a member of the Appraisal Institute, National Association of Realtors, Iowa Association of Realtors, Senior Member American Society of Appraisers, Certified General Real Property Appraisers, Past President of Davenport Board of Realtors, Past Commander of American Legion Post 26, and a member of Davenport Elks Lodge 298. Jay attended our Chapter appraisal activities through September 2004. The Chapter presented him with an Achievement Award in 2003.

The Chapter made a donation to the Lum Library on behalf of Jay Willits.

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**ARTICLES OF INTEREST AT THE CHAPTER, REGIONAL & NATIONAL LEVELS**

**Region II**

Region II will hold a joint meeting with Regions VII and VIII on June 8 – 11 at the Aladdin Hotel and Casino in Las Vegas, NV.

**2005 National Meeting Schedule**

Please note the following dates:

April 7 – 10	Spring Committee Meetings (Chicago)
April 11 – 13	Board of Directors (Chicago)
June	Regional Meetings
July 7 – 10	Seattle Summer Conference
July 11 – 12	Board of Directors (Seattle)
Late September	Fall Committee Meetings & Chapter Leadership Program (Chicago)
October	Regional Meetings
November 9 – 10	Board of Directors (Chicago)

**Publication**

National recently published an article on the Iowa Chapter in the *Chapter Leader Communiqué* as follows:

**Iowa Chapter Continues Donations to Lum Library**

The outgoing president of the Iowa Chapter, Kevin M. Pollard, MAI, has requested that instead of a gift of appreciation from the Chapter that a donation be made to the Y.T. and Louise Lee Lum Library. This is the third year the Iowa Chapter’s outgoing president has made this request. A Certificate of Appreciation, recognizing the gift in honor of Pollard, will be presented at the Chapter’s installation dinner held in November.



## **UPCOMING EVENTS**

### **EVALUATING RESIDENTIAL CONSTRUCTION**

**7 HOURS**

**Des Moines, IA – May 17, 2005**

### **COURSE 400 – USPAP UPDATE**

**7 HOURS**

**Davenport, IA – May 2, 2005**

**Des Moines, IA – May 9, 2005**

### **UNIFORM RESIDENTIAL APPRAISAL REPORT**

**(FANNIE MAE) – 7 HOURS**

**Des Moines, IA – June 9, 2005**

**Davenport, IA – June 10, 2005**

### **COURSE 530 – ADVANCED SALES COMPARISON & COST APPROACHES**

**40 HOURS (with exam); 36 HOURS (without exam)**

**Des Moines, IA – July 21 thru 27, 2005**

### **MATHEMATICALLY MODELING REAL ESTATE DATA – 7 HOURS**

**Cedar Rapids, IA – September 16, 2005**

### **NOVEMBERFEST III**

**Amana, IA – November 18, 2005**