This is my seventh President’s Message to the members this year. The warmest month of July reminds me that half of my presidency has already passed.

I would like to welcome Affiliate Ali Shamari, Candidate Joseph Rizzo, and Candidate Steven Rosenblatt to the San Diego Chapter. When you become active members in our Chapter, you know that you can achieve the highest level of professionalism, integrity and recognition among our peers.

For that reason, I would like to share with you an anecdote. In early June, I received an email from “Appraiser Concierge” that offers full appraisal data entry services including addenda based on your notes for $15.00. My first reaction to the email was “just delete and forget about it”. But, the thing that triggered my curiosity was the word “Concierge”. According to the Merriam-Webster dictionary, a Concierge is “a person in an apartment building especially in France who takes care of the building and checks the people who enter and leave” or “an employee at a hotel whose job is to provide help and information to the people staying at the hotel”.

I seriously wonder if the perception out there is that our job description as real estate appraisers needs “Concierge services” so we can get better grades from our AMC clients by completing reports faster with no rejections.

As a member of the Appraisal Institute, I believe we have effective tools to educate and guide our new members to become appraisers that can achieve the highest level of professionalism and integrity without using the title “Appraiser Concierge”.

Congratulations to both Eric Schneider and Eric Witherall for their professional achievements by earning the MAI designation of the Appraisal Institute.

Finally, shared congratulations to both USA soccer fans and the USA national team as they have finally defeated Ghana in a World Cup match by a score of 2-1!

Gady Amor, SRA
2014 Chapter President
Breaking News from the CSGRS

Submitted by Susan Merrick, SRA, CSGRS Chair

GOVERNOR SIGNS BILL

On January 1, 2015, California will become a mandatory disclosure state. Thanks to the passage of AB-1888 on June 4, 2014, the document transfer tax shall be printed on the front page of all recorded deeds. This success is due to the considerable efforts of the California State Government Relations Subcommittee, which is comprised of dedicated volunteers and supported by your membership.

If you’d like to read the Bill, see AB-1888.

For questions or comments, contact one of your Chapter’s representatives:

Committee Members: Susan Merrick, SRA, Chair (San Diego); Kurt Reitman, MAI, ViceChair (NorCal); Carole Laval, SRA, Secretary (NorCal); Jon Cox, Treasurer (SoCal); Trevor Hubbard, MAI, SRA (San Diego); Tim Hanks (San Diego); Alfonso Solis (San Diego); Ron Garland, MAI, SRA (NorCal); Melissa Bach, MAI (NorCal); Neil Lefmann, MAI, SRA (NorCal); Gregg Whittlesey (SoCal); Steven Norris, MAI (SoCal); Steve Henry (SoCal); Chuck LaFlamme, MAI (SacSierra); Mary Yankauer, SRA (SacSierra); Lance Jordan, MAI (SacSierra); Skip Ogle, SRA (CentralCal); and Lynn Rickard, ARA, MRICS (ASFMRA representative).

2015 Capstone Program

The General Demonstration Report-Capstone Program is an option Candidates may choose to complete their general demonstration of knowledge requirement toward MAI Designated membership. Like the traditional demo option, the same skills and knowledge base are required to produce a complete demonstration appraisal report.

All 2014 offerings of Capstone are sold out. The National office has scheduled ten offerings of the Capstone Program in 2015, as follows:

February 23 to March 1 Phoenix, AZ and Austin, TX
April 27 to May 3 San Juan, PR and Chicago, IL
July 13 to July 19 Boston, MA and Seattle, WA
September 28 to October 4 Columbus, OH and Sacramento, CA
November 9 to November 15 Kansas City, MO and Charleston, SC

If you want to attend any of these sessions, register now at 2015 Capstone. These 2015 offerings will sell out quickly, so don’t wait to register if you want to attend one.
Report from 2014 LDAC

Submitted by Trevor Hubbard, MAI, SRA

Each year, approximately 100 appraisers from across the world are selected to participate in the Appraisal Institute's Leadership Development & Advisory Council (LDAC) in Washington, D.C. The three main purposes of LDAC is to: lobby on behalf of AI, network, and act as a focus group for the Strategic Planning Committee. This year, Bob James Jr. and I were sponsored by the San Diego Chapter. As this was my third and final year attending as a participant, I had the pleasure of introducing Mr. Bob James Jr. into the process. Bob did an excellent job representing our chapter.

There were three lobbying issues this year. The first involved our response to recent actions taken by the Small Business Administration regarding Standard Operating Procedure 50-10F relating to appraisals of special purpose properties. The modification that went into effect at the beginning of 2014 disqualifies most real estate appraisers from performing "going concern" appraisals of special purpose properties to satisfy a "change in ownership business valuation" requirement. Obviously, we oppose this recent policy change.

The second and third lobbying issues involved S. 1217 Housing Finance Reform & Taxpayer Protection Act of 2013 and H.R. 2767 Protecting American Taxpayers and Homeowners Act of 2013. Our concern was relatively similar for both of the proposed bills: they would establish a public database of appraisals. Although the proposed bills indicate that personal information would be redacted, the provision is somewhat ambiguous. Obviously, we oppose these proposed provisions.

The San Diego, SoCal, NorCal, Sacramento Sierra, and Hawaii contingent spoke to staffers at the offices of Senators Dianne Feinstein and Barbara Boxer. Representatives of both offices acknowledged our concerns and indicated that they did not expect either bill to progress. Additionally, Bob and I were honored to meet Congresswoman Susan Davis this year. The Congresswoman was engaging and empathetic to our concerns.

(Continued on next page)
Report from 2014 LDAC (continued)

The current four Discussion Leaders will publish their findings from the focus groups in the next quarterly issue of *Valuation* magazine. A summary of the four discussion topics are as follows:

1) Defining & Promoting the AI Designated Member Difference;
2) Embracing & Using Technology: Becoming a Technology Savvy Real Estate Appraiser;
3) Defusing the Succession Time Bomb: Solving the Trainee/Supervisor Dilemma; and
4) Create New & Expand Existing Client Relationships

I would like to end by sincerely thanking you all for the opportunity to represent our chapter and be included in this rewarding tradition. Next year, I am honored to be sponsored by National as one of the four Discussion Leaders.

From left to right: LDAC attendees Chris Ponsar, Melissa Downing, Russ Babbitz, Steve Henry, Michelle Sturtevant, Jacinto Numoz, TC O’Strander, Steve Parent, Trevor Hubbard, and Bob James, Jr.

Attention Candidates and Practicing Affiliates

Earlier this year, the Chapter expanded the scholarship opportunities to also include the Chapter Scholarship Program for Candidates and Practicing Affiliates in the San Diego Chapter. The scholarship award generally consists of one complimentary Appraisal Institute course offered by the Chapter that is required for an Appraisal Institute designation, per scholarship recipient, per year.

For more information about the Chapter Scholarship Program, including the application, see [Chapter Scholarship Program](#).
Chapter member Brian J. Curry, MAI, SRA, CRE, FRICS, is the winner of the 2013 Swango Award and a $3,000 honorarium for his article “The Trouble with Rates in the Subdivision Development Method to Land Valuation” published in the Spring 2013 issue of The Appraisal Journal.

The Appraisal Journal’s Editorial Board presents the Swango Award to the best article published during the previous year on residential, general, or technology-related topics, or for original research of benefit to real estate analysts and valuers. The article must be written by an appraisal practitioner. Articles are judged based on practicality and usefulness in addressing issues faced by appraisers in their day-to-day practice; logical analysis, perceptive reasoning, and clarity of presentation; and soundness of methodology used, especially in an area of original research.

Mr. Curry is executive managing director and national practice leader of the Residential Development Practice Group with Cushman & Wakefield Valuation & Advisory. He has been providing valuation and counseling services involving residential development property for thirty years. He is a nationally recognized expert with regard to all types of residential development property. His experience includes valuation, highest and best use analyses, marketability and feasibility studies, business plan counseling, acquisition and disposition strategies, litigation support, arbitration, investment strategy, and other advisory services related to residential development property. Curry has been published in PricewaterhouseCoopers’ Kopacaz Real Estate Investor Survey and Real Estate Issues by the Counselors of Real Estate. He has served on numerous panels, presentations, and online seminars with regard to the housing markets and residential development real property. He has taught real estate courses with the Society of Real Estate Appraisers, the Appraisal Institute, California Community Colleges, and the University of California.

Welcome New Members

During May, the following individuals joined the Chapter as Candidates for Designation:

Joseph E. Rizzo

Steven R. Rosenblatt

Also during May, Ali Shamari joined the Chapter as an Affiliate.
College Scholarship Recipient Selected

Abbie Hawkins, a Real Estate major at San Diego State University, has been selected as the recipient of the 2014/2015 College Scholarship Program.

The College Scholarship Program began in 2004. Each year, one or more scholarships are awarded to recent graduates, and graduate or undergraduate students majoring in real estate appraisal, economics, real estate, or related fields. Scholarships are awarded, primarily based on academic excellence, to students enrolled at San Diego State University, the University of San Diego, Burnham Moores Center for Real Estate at the University of San Diego, California State University San Marcos, Point Loma Nazarene University, and the University of California San Diego. College Scholarship recipients are allowed to attend all of the San Diego Chapter's educational offerings (including luncheon meetings) free of charge for one year. Scholarships also include a cash award of $500.

San Diego Chapter Meeting Calendar

<table>
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<tr>
<th>Date</th>
<th>Event Description</th>
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<tr>
<td>July 23</td>
<td>Chapter Board of Directors Meeting (Chapter office)</td>
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<td>August 27</td>
<td>Chapter Board of Directors Meeting (Chapter office)</td>
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<tr>
<td>September 11</td>
<td>Third Quarter General Chapter Meeting and Luncheon (Four Points Sheraton)</td>
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<tr>
<td>September 24</td>
<td>Chapter Board of Directors Meeting (Chapter office)</td>
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Save the Date

28th Annual San Diego Chapter of the Appraisal Institute Golf Tournament

Wednesday, October 8, 2014

1:00 pm shotgun start

Riverwalk Golf Club

1150 Fashion Valley Road, San Diego, CA 92108

More information will be available soon.
Members on the Move

Chapter member Donna L. Anderson, SRA, has moved her appraisal office. Her new contact information is:

Donna L. Anderson, SRA
Anderson & Company Real Estate Appraisals
30536 Star Haven Drive
Valley Center, CA 92082
Phone: (760) 214-7753
Email: donna.sra119@gmail.com

Also, Chapter member John P. DeLara, MAI, has recently accepted a new position with Torrey Pines Bank. His new contact information is:

John P. DeLara, MAI, VP / Senior Appraiser
Torrey Pines Bank
12220 El Camino Real, Suite 220
San Diego, CA 92130
Phone: (858) 523-4635
Email: jdelara@torreypinesbank.com

Jim Amorin Nominated for 2015 Vice President

Jim Amorin, MAI, SRA, AI-GRS, was nominated for 2015 Appraisal Institute Vice President by the AI National Nominating Committee at its May 1 meeting in Chicago.

National Nominating Committee Chair Richard Borges II, MAI, SRA, AI-RRS, announced the committee’s decision to the AI Board of Directors at its May 2-3 meeting in Chicago.

Board members may file petition(s) for additional nomination(s) until mid-June.

The Appraisal Institute Board of Directors is expected to elect the 2015 Vice President at its August 7-8 meeting in Austin, Texas.
Review Theory—Residential

COURSE DESCRIPTION:
Review Theory – Residential is the fundamental review course that all reviewers should have in their education background. It is a required course for individuals pursuing the Appraisal Institute’s Residential Review Designation. Participants embark on an in-depth journey of the seven steps that are outlined through the review process, which is at the core of this course. To be a reviewer, an appraiser must learn how to develop opinions of completeness, accuracy, adequacy, relevance, and reasonableness relative to the work under review. These opinions must be refined through tests of reasonableness in order to develop opinions of appropriateness and credibility. By taking this course, participants may gain invaluable confidence on the fundamentals of review.

REQUIRED EQUIPMENT:
A financial calculator is required. The accepted model used in the course is the HP-12C. Note: Cellular phones, tablets, iPads, and other devices that connect to the Internet are NOT permitted during the exam.

EDUCATION CREDIT:
This course is approved for 95 points of Appraisal Institute education credit (attend and pass the exam), or for 85 points of Appraisal Institute education credit (attendance only). This course is also approved in most states for basic and/or continuing education credit (in California, 15 hours of BREA continuing education credit, Approval No. 13CP754601060). For information about approval in other states, see State Approvals.

COURSE FEE::
Appraisal Institute Designated Members and Candidates for Designation: $625
Appraisal Institute Practicing Affiliates, Affiliates, and All Others: $895

ONLY THREE SEATS OPEN IN THIS CLASS—REGISTER TODAY!

When and Where
June 30, July 1, 2014:
8:30 am to 5:00 pm
July 2, 2014:
8:30 am to 11:30 am
(Review and Exam)
National University
9388 Lightwave Avenue
San Diego, CA 92123
[map]
Instructor:
Dawn Molitor-Gennrich, SRA
Residential Site Valuation and Cost Approach

COURSE DESCRIPTION:
Designed for participants with introductory experience and understanding of fundamental concepts of appraising, this course focuses on the valuation of vacant land parcels and the development of the cost approach. Develop your skills by creating a current cost estimate using market extraction, interview techniques, and information provided by professional cost data sources. An in-depth case study takes participants from the origin of the appraisal assignment to a final value estimate using various cost approach applications.

REQUIRED EQUIPMENT:
A financial calculator is required. The accepted model used in the course is the HP-12C. Note: Cellular phones, tablets, iPads, and other devices that connect to the Internet are NOT permitted during the exam.

EDUCATION CREDIT:
This course is approved for 140 points of Appraisal Institute education credit (attend and pass exam), or for 70 points of Appraisal Institute education credit (attendance only), or for 125 points of Appraisal Institute education credit (pass exam only). This course is also approved in most states for basic and/or continuing education credit (in California, 14 hours of BREA continuing education credit, or 15 hours of BREA basic education credit, including the exam, BREA Approval No. 05754102). For information about approval in other states, see State Approvals.

COURSE FEE (on or before June 22, 2014);
Appraisal Institute Designated Members, Candidates for Designation, Practicing Affiliates, and Affiliates $405
All Others: $455
Course fees will increase $50 on June 23, 2014.

BEST VALUE: Register for this course, Residential Sales Comparison and Income Approaches, and Residential Report Writing and Case Studies and Save $75 off the individual course prices.
Residential Sales Comparison and Income Approaches

COURSE DESCRIPTION:
Through two in-depth case studies, this introductory course provides participants with the necessary techniques in completing the sales comparison and income capitalization approaches of the valuation process. Students will develop and apply qualitative and quantitative analysis techniques as well as organize and reconcile data.

REQUIRED EQUIPMENT:
A financial calculator is required. The accepted model used in the course is the HP-12C. Note: Cellular phones, tablets, iPads, and other devices that connect to the Internet are NOT permitted during the exam.

EDUCATION CREDIT:
This course is approved for 225 points of Appraisal Institute education credit (attend and pass exam), or for 175 points of Appraisal Institute education credit (attendance only), or for 200 points of Appraisal Institute education credit (pass exam only). This course is also approved in most states for basic and/or continuing education credit (in California, 28 hours of BREA continuing education credit, or 30 hours of BREA basic education credit, including the exam, BREA Approval No. 05754101). For information about credit in other states, see State Approvals.

COURSE FEE (on or before June 24, 2014):
Appraisal Institute Designated Members, Candidates for Designation, Practicing Affiliates, and Affiliates $545
All Others: $595
Course fees will increase $50 on June 25, 2014.

BEST VALUE: Register for this course, Residential Site Valuation and Cost Approach, and Residential Report Writing and Case Studies and Save $75 off the individual course prices.
Residential Report Writing and Case Studies

**COURSE DESCRIPTION:**
This course engages appraisers in practical writing exercises necessary to produce convincing appraisal reports in daily practice. Course objectives are achieved through the discussion and application of residential valuation procedures, grammar rules and writing techniques, and specific writing assignments based on a residential case study. Participants will practice writing effective narrative comments for form appraisal reports and learn how to explain valuation procedures and conclusions to users of reports. The techniques applied in this course are useful in real-life situations that complicate routine assignments.

**REQUIRED EQUIPMENT:**
A financial calculator is required. The accepted model used in the course is the HP-12C. Note: Cellular phones, tablets, iPads, and other devices that connect to the Internet are NOT permitted during the exam.

**EDUCATION CREDIT:**
This course is approved for 140 points of Appraisal Institute education credit (attend and pass exam), or for 70 points of Appraisal Institute education credit (attendance only), or for 125 points of Appraisal Institute education credit (pass exam only). This course is also approved in most states for basic and/or continuing education credit (in California, 14 hours of BREA continuing education credit, or 15 hours of BREA basic education credit, including the exam, BREA Approval No. 05754100). For information about approval in other states, see State Approvals.

**COURSE FEE** (on or before June 29, 2014):
Appraisal Institute Designated Members, Candidates for Designation, Practicing Affiliates, and Affiliates $355
All Others: $405
Course fees will increase $50 on June 30, 2014.

**BEST VALUE:** Register for this course, Residential Site Valuation and Cost Approach, and Residential Sales Comparison and Cost Approach and Save $75 off the individual course prices.

**When and Where**
July 14-15, 2014
8:30 am to 5:00 pm
National University
9388 Lightwave Avenue
San Diego, CA 92123
[map]

**Instructor:**
Carol Chirpich, SRA

Click image for course flyer
National USPAP 7-Hour Update

COURSE DESCRIPTION:
This one-day update course, copyrighted by The Appraisal Foundation, focuses on recent changes to USPAP requirements for ethical behavior and competent performance by appraisers. The course, which clarifies several commonly misunderstood aspects of USPAP, will aid appraisers in all areas of appraisal practice seeking updated competency in USPAP, including those subject to state licensing or certification and continuing education requirements imposed by professional organizations, client groups, or employers.

NOTE: The Appraiser Qualifications Board (AQB) of The Appraisal Foundation has issued a statement that indicates effective 01/01/2005 an appraiser must successfully complete the 7-hour USPAP Update course every two years to meet the USPAP continuing education requirement. The appraiser can take the 15-Hour USPAP, bit it will only count for hours toward his state’s continuing education requirement; the 15-Hour program will not meet the USPAP continuing education requirement.

COURSE PRICE DOES NOT INCLUDE A COPY OF THE 2014-2015 USPAP, WHICH IS REQUIRED FOR COURSE CREDIT. Attendees must bring their own copy of the 2014-2015 USPAP to class, which can be purchased from The Appraisal Foundation at 2014-2015 USPAP.

EDUCATION CREDIT:
This course is approved for 35 points of Appraisal Institute continuing education credit (attendance only). This course is also approved in most states for basic and/or continuing education credit (in California, 7 hours of continuing education credit, BREA Approval No. 03754C730). For information about approval in other states, see State Approvals.

COURSE FEE (on or before July 30, 2014):
Appraisal Institute Designated Members, Candidates for Designation, Practicing Affiliates, and Affiliates $189
All Others: $239
Course fees will increase $50 on July 31, 2014.

When and Where
August 14, 2014
8:30 am to 4:30 pm
National University
9388 Lightwave Avenue
San Diego, CA 92123
[map]

Instructor:
Mike Mason, MAI, SRA

Click image for course flyer
Business Practices and Ethics

**COURSE DESCRIPTION:**
This course addresses topics that were not included in the previous version, such as the Guide Notes to Standards of Professional Appraisal Practice. Numerous Q&As address real-life, up-to-date matters that appraisers encounter in various assignments, including mortgage lending, litigation, property tax appeal, and many more. The course contains relevant and much-needed information for professional appraisers.

**THE CONTENT EMPHASIZES:**
- Business practices issues, such as how to respond to seemingly unreasonable requests, how to address client pressure, and how to approach a complex assignment.
- Which standards apply to Appraisal Institute Designated Members, Candidates for Designation, Practicing Affiliates, and Affiliates, and when they apply.
- The key principles of the Code of Professional Ethics and Standards of Professional Appraisal Practice of the Appraisal Institute.
- How to identify and avoid behavior that violates the Code of Professional Ethics or Standards.
- The correct way to use the Appraisal Institute’s designations, emblems, and logo, and understanding the Appraisal Institute’s enforcement process.

**EDUCATION CREDIT:**
This course is approved for 35 points of Appraisal Institute education credit (attendance only). This course is also approved in most states for basic and/or continuing education credit (in California, four hours of BREA continuing education credit, BREA Approval No. 08754C106). For information about credit in other states, see State Approvals.

**COURSE FEE** (on or before July 31, 2014):
Appraisal Institute Designated Members, Candidates for Designation, Practicing Affiliates, and Affiliates $189
All Others: $239
Course fees will increase $50 on August 1, 2014.

**When and Where**
August 15, 2014
8:30 am to 4:30 pm
National University
9388 Lightwave Avenue
San Diego, CA 92123
[map]

**Instructor:**
Mike Mason, MAI, SRA

Click Here to Register

Click image for course flyer
July 2014

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<tr>
<td></td>
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<td>1 Review Theory Res. Day 2</td>
<td>2 Review Theory Res Day 3 (am)</td>
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<td>4 Chapter Office Closed</td>
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<td>20</td>
<td>21</td>
<td>22</td>
<td>23 Board of Directors Meeting</td>
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Chapter Leadership

2014 OFFICERS
President
Gady Amor, SRA
gadiamor@gmail.com
Vice President
Susan Merrick, SRA
susan@eshelmanappraisals.com
Treasurer
Howard Fram, MAI
howard@lopezpricecox.com
Secretary
Trevor Hubbard, MAI, SRA
trevor@jrcvaluation.com

DIRECTORS
Director (2014-2016)
Jeremy Damer
Jeremy.damer@arensgroup.com
Director (2014-2016)
Dave Davis, MAI
dave@dfdavisrealestate.com
Director (2013-2015)
Dave Eshelman, SRA
dave@eshelmanappraisals.com
Director (2012-2014)
Doranne Godwin, SRA
info@appraisesandiego.com

DIRECTORS
Director (2012-2014)
Brent Koenig
brent.koenig@cushwake.com
Director (2014)
Scott Morey, MAI
scott@froboeserealty.com
Director (2013-2015)
Pete Savage, MAI, SRA
peter.savage@cushwake.com

IMMEDIATE PAST PRESIDENT
John DeLara, MAI
jdelara@terrare.com

Did you know...

Chapter individuals who volunteer to serve on a committee, panel, or work group can earn up to 125 points of continuing education credit in each 5-year cycle.

If you would like to become more involved with the Chapter, contact Chapter President Gady Amor, SRA, at (619) 994-9167 or email to gadiamor@gmail.com.