



**Appraisal
Institute®**
*Professionals Providing
Real Estate Solutions*



**North Star
Chapter**

NorthStarAI.org

Update - Newsletter

1265 Josephine Rd., Roseville, MN ~ 651-633-0676 ~ Web site: www.northstarai.org

June - July—2011

North Star Chapter Summer News

President's Corner

June - 2011

Appraising over time and “Standing Out” above the crowd

Over the years we have all experienced changing directions of the real estate market. Markets go up and markets go down. The beauty of a market system is that there are “checks and balances” that harness-in unbridled optimism and shore-up timeframes of real estate distress.

When we experience the circadian peaks and valleys, oftentimes there is a call for intervention (many times from the government) to change the course or direction of market activity. This most recently has shown its face in the form of federal stimulus in the current Obama administration. Regardless of one's political leanings, the marketplace is bigger and more sophisticated than any attempts to chart the course of market behavior.

During the early 1980s during the peak of high interest rates, commercial real estate activity was hurting due to lack of liquidity (sound familiar??). Federal legislation was enacted to encourage new development in the real estate arena by providing incentives in the IRS code which stimulated construction of real estate product without the balance of space users in the demand equation. This provided short-term medicine to the commercial real estate industry only to find-out that long-term this IRS chemotherapy created real estate product without demand.

The Tax Reform Act of 1986 reversed the IRS incentives of the early 1980s without “grandfathering” the rules to current players. Imagine playing a game of real estate football only to find-out at the two-minute warning that the earlier touchdown didn't count due to changes in the rules. Preposterous though it may sound, attempts to sue the federal government regarding legislation to “help” the real estate economy are ultimately futile.

This change of legislative heart was done to curb the very excess that was created from legislation to stimulate the market in 1981. A real estate fallout of this was the creation of the Resolution Trust Corporation (RTC) which was created to package and sell “toxic” real estate assets that were the victims of previous legislation, greed, and, in many instances, fraud.

Continued on next page....

President's Corner

One of the positive legislations to be created was the Financial Institution Reform Recovery and Enforcement Act (FIRREA) of 1989. This legislation did not attempt to change the course or direction of the marketplace, but to raise the bar of competency for loan underwriting and due-diligence. FIRREA gave birth to Appraiser licensing, which finally came into being in Minnesota in 1991.

The irony of licensing was that, in many cases, standards were set too low for appraisers involved with federally-regulated transactions. At this very time was when the Society of Real Estate Appraisers merged with the American Institute of Real Estate Appraisers to form the current Appraisal Institute. There was no better time to promote the professional designations of Appraisal Institute.

As time passed, the professional designation, although recognized, did not get proper promotion and recognition. Regardless of whose fault that may be, the opportunity to reclaim that recognition is being attempted by the North Star Chapter. Efforts to promote and embrace the designation to "set us apart" are part of the current chapter PR effort.

Efforts by Ev Strand, MAI, to promote the designation locally were incorporated as part of the budget in late 2010. But the funding for that effort was contingent upon sponsorships. The Chapter wanted to secure the same sponsorships and endorsements as seen by NAIOP, CCIM, BOMA, IREM, and others. In order to provide traction to this campaign, the Chapter needs "start-up funds" to give this worth-while effort wings.

Hence, we are looking to our members to provide sponsorships to provide the synergy and funds to a meaningful campaign and restore our presence among the real estate community.

We would like to thank those who have already contributed to our PR effort. We have a good, positive start to this campaign.

No one is asking for sponsorships from anyone who can not afford to make this investment. However, if you value your designation, and if you want your designation to have renewed meaning; consider making a \$100 investment.

We hope you all enjoyed the recent article in the *Minneapolis Star and Tribune*. Also on the last page of this newsletter, you will see a copy of the ad that runs each month in the *MN Real Estate Journal* designed to educate the public on the importance of an Appraisal Institute Designation - MAI, SRPA or SRA.

Interested shareholders to this effort can mail a check to:
Maribelle Cushman, Executive Director
North Star Chapter of the Appraisal Institute
1265 Josephine Road
Roseville, MN 55113

**Daniel T. Boris, MAI, SRA
North Star Chapter President, 2011**

Educational Offerings - Courses & Seminars/Chapter Meetings



The Appraisal Institute curriculum meets the new 2008 core requirements for real property appraisal education mandated by the Appraiser Qualifications Board. All courses listed below are offered in classroom settings.

** New Advanced Course for the MAI Designation

- July 13** **Uniform Appraisal Dataset from Fannie Mae & Freddie Mac**
7 Hours Appraisal CE approved and Real Estate CE applied for
Instructor: Alan Hummel, SRA
- July 19** **7 - Hour National USPAP Update Course**
7 Hours Appraisal and Real Estate CE approved
Instructor: Craig Harrington, SRA
Please remember to check your license renewal dates. This course fulfills the Minnesota requirement for 7 Hours of Instruction on USPAP required for appraisers each licensing cycle (*Minnesota Statutes 82B.19*)
- July 20** **Business Practices and Ethics**
4 Hours Appraisal CE approved—MN 5 Hours Real Estate CE
7 Hours Appraisal Institute CE
Instructor: Alan Hummel, SRA
- Aug. 24-25** **Yellow Book Seminar - Uniform Appraisal Standards for Federal Land Acquisitions: Practical Applications for Fee Appraisers**
16 Hours Appraisal CE approved—Real Estate CE applied for
Instructor: Vincent Dowling, MAI, SRA
- Sept. 28 -** **** Advanced Concepts & Case Studies**
Oct. 4 **38 Hours CE with Exam, 35 Hours CE - no Exam**
Instructor: Kerry Jorgensen, MAI
Note: Advanced Education Course
- Dec. 5-8** **General Appraiser Report Writing & Case Studies**
30 Hours PL/QE/CE with Exam - 28 Hrs. CE - no Exam
Instructor: Rich DuBay, SRPA, SRA

Next Chapter Meeting

- October 6** **North Star Chapter Meeting - Midland Hills Country Club**
11:30 Luncheon - 12:30—2:30 - Seminar—"Multi-Family Housing"
Moderator: Marsha Goff, MAI

Register online for all of these events: www.northstarai.org
(go to Education or Meetings/Events-you can also download & fax Registrations - 651.633.5956)

July 13, 2011 - Uniform Appraisal Dataset from Fannie Mae & Freddie Mac

Instructor: Alan Hummel, SRA - 7 Hours of Appraisal/Real Estate CE

New Requirements take effect September 1, 2011

Understand the new Uniform Mortgage Data Program (UMDP) requirements for residential appraisers to effectively complete & transmit an appraisal report to a lender client. At this one-day seminar, you'll learn the details behind the UMDP, which is a joint effort by Fannie Mae and Freddie Mac to standardize & improve data quality to benefit the entire mortgage industry. This includes the Uniform Appraisal Dataset, which details required fields for an appraisal report & new definitions, acronyms, and responses necessary to completing the revised forms. Also discussed is the Uniform Collateral Data Portal, a new method for transmitting appraisal reports.

Tuition: \$195.00 Members; \$225.00 Non-Members 7 Hours MN Appraisal CE approved, 7 Hrs. Real Estate CE and Assessor CEUs applied for

July 19, 2011 - 7 Hour National USPAP Update Course

Instructor: Craig Harrington, SRA—7 Hours of Appraisal/Real Estate CE Approved

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: 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 course, but it will only count for hours toward his or her 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 2010-2011 USPAP, which is required for course credit. Attendees must bring their own copy of the 2010-2011 USPAP to class. To purchase a copy from The Appraisal Foundation, go to this link:

<https://netforum.avectra.com/eweb/Shopping/Shopping.aspx?Cart=0&Site=taf>

Note: The student may also order the "Download" version and bring it to class on a laptop computer!

Tuition: \$165.00 Appraisal Institute Members, \$185.00 Non-Members

July 20, 2011 - Business Practices & Ethics - NEW CHANGE

**Instructor: Alan Hummel, SRA—7 Hours Appraisal CE
CHANGE - 4 Hrs. MN Appraisal & 5 Hrs. MN Real Estate CE**

This course addresses topics that were not included in the older version such as International Standards, diversity, and Regulation No. 5. The examples and case studies address real-life, up-to-date matters such as mortgage fraud and advocacy. The course contains relevant and much-needed information for members.

All Members of the Appraisal Institute have a Standard of Professional Practice (SPP) cycle. Within each cycle, the member must meet both components of the SPP requirement. If the member has previously taken the *15 Hour USPAP Course* – they do not need to retake the course - the *7-Hour USPAP* may be taken instead. The member must also take the Appraisal Institute's *Business Practices and Ethics Course*.

NOTE: Beginning 6/27/2011, the AQB approved this course for 4 hours of CE. This is due to some content being specific to the Appraisal Institute. Appraisal Institute members will receive 7 hours of A.I. credit.

Tuition: \$175.00 Appraisal Institute Members, \$195.00 Non-Members

Register online: www.northstarai.org/education (or call 651-633-0676)

August 24 - 25, 2011 - "Yellow Book" Seminar - Uniform Appraisal Standards for Federal Land Acquisitions: Practical Applications

Instructor: Vincent Dowling, MAI, SRA—16 Hours Appraisal CE approved/Real Estate CE applied for.

Insure that your work for the federal acquisition agencies meets the highest standards. Federal land acquisition programs have unique appraisal needs. This two-day seminar will acquaint participants with these needs and provide practical procedures and solutions to insure appraisal reports fulfill them. Any experienced residential or general appraiser interested in expanding their client base to include federal acquisition agencies will learn to apply the Uniform Appraisal Standards for Federal Land Acquisitions.

Tuition: \$325.00 Appraisal Institute Members, \$380.00 Non-Members

September 28 - October 4, 2011 - Advanced Concepts & Case Studies

Instructor: Kerry Jorgensen, MAI - 38 Hours PL/QE/CE - 35 Hours CE with no exam

The new 40-hour *Advanced Concepts & Case Studies* course implements a blended learning approach, which includes a pre-class, two-hour online session combined with 35 hours of traditional classroom education and wraps up with a three-hour exam on the sixth morning. **Please review the FAQs for important information regarding registration and cancellation deadlines; mandatory diagnostic test; online session; course equivalencies.** [Click here.](#)

Course Description

This course synthesizes basic and advanced valuation techniques taught in previous courses, and addresses consistent treatment of the three valuation approaches for various valuation problems. Case studies teach participants how to address common but complex appraisal issues, including a leased fee not at market rent, a proposed property, a property in a market not at equilibrium, and a subdivision. The course emphasizes the need to test the reasonableness of conclusion in an appraisal.

Note. This is primarily a synthesis course, not a review course. Like all advanced education courses sponsored by the Appraisal Institute, the course naturally reviews many concepts taught in previous courses. However, it includes some new material and does not include a complete overview of the other courses. Therefore, *Advanced Concepts & Case Studies* should not be considered an adequate review for the comprehensive exam. To prepare for the comprehensive exam, associates must review all four advanced education courses, as well as basic concepts from qualifying education for certified general appraisers.

Tuition: \$800.00 Appraisal Institute Members, \$900.00 Non-Members

December 5 - 8, 2011 - General Appraiser Report Writing & Case Studies

Instructor: Rich DuBay, SRPA, SRA - 30 Hours of PL/QE/CE with Exam, 28 Hours CE - no Exam

General Appraiser Report Writing & Case Studies provides instruction in effectively communicating a sound analysis of selected parts of a valuation. The course addresses USPAP requirements and the three types of writing most often used in appraisal reports: descriptive, numerical, and analytical. Lectures on writing principles, discussions of various sections of the appraisal report, and in-class writing exercises and presentations provide guidance and practice in effective communication of a valuation analysis. Specific assignments include writing a thesis statement, summarizing data, creating effective tables, writing a conclusion, communicating highest and best use, communicating an analysis, writing a letter of transmittal, and writing a reconciliation and opinion of value. During this four-day course, participants will use data provided in case studies as the basis for writing assignments that will help them recognize and produce effective reports. A two-hour multiple-choice examination that focuses on components of good writing concludes the course.

Who should enroll: Those seeking general Appraiser Certification and appraisers who want to improve their writing skills **Note.** This course can also be used for MAI education requirements. [Click here](#) for details

Tuition: \$500.00 Appraisal Institute Members, \$650.00 Non-Members

Register online: www.northstarai.org/education (or call 651-633-0676)

Welcome New Chapter Members...

The North Star Chapter welcomes 30 New Members since January 1, 2011.....

With Special Congratulations to newly Designated Members:

ERIC BJORKLUND MAI

SCOTT K. FALKUM MAI

And WELCOME TO:

General Associate Members:

Maggie Greenlun	Minneapolis, MN
Jonathan Hicks	Edina, MN
Sharon Jacobson	Faribault, MN
Kathryn Maldi	Mounds View, MN
Carolyn Mueller	Minneapolis, MN
Rolland Nelson	Cohasset, MN
Gianna Olson	Minneapolis, MN
Barb Schoenecker	New Prague, MN
Derek Sell	Savage, MN
Andrew Thompson	Minneapolis, MN
Kimberly Vachal	Valley City, ND

Residential Associate Members:

James Dobbs	Moorhead, MN
Stacy Etchemendy	Watertown, SD
Brad Flemming	Sioux Falls, SD
Ryan Friez	Sioux Falls, SD
Jaci Garvey	Marshall, MN
Eric Grande	Fargo, ND
Nathan Haasken	Chaska, MN
Ruth Harristhal	Virginia, MN
Laura Johnson	South Range, WI
Matthew Leddon	Huron, SD
Curt Sniker	Menoken, ND
Charlene Sukhun	Woodbury, MN
Douglas Thyberg	Iron River, WI

Student Affiliate Members:

Anthony Feffer	Oak Brook, IL
James Phelps	Minneapolis, MN
Jonathan Uhl	Hot Springs, SD

Important Education Information

MEMO from the APPRAISAL INSTITUTE

IMPORTANT Change in CE credits for Business Practices & Ethics

RE: AQB Approval of Business Practices & Ethics

After a review from the AQB's Course Approval Program, **the classroom "Business Practices and Ethics" course was renewed for four hours rather than the five hours previously granted**. This is due to some of the course content being specific to the Appraisal Institute; therefore, that content is ineligible for state credit. The five hour approval will expire on June 26, and the four hour approval will be in effect starting on June 27. This change will affect all state approvals. Chapters have been asked to inform students of the change in approved hours immediately. Please contact Dan Doepke at ddoepke@appraisalinstitute.org with any questions or concerns.

It means that after June 26, when you take the BP & E course in MINNESOTA - YOU WILL RECEIVE: 4 Hours of Appraisal CE, 5 Hours of Real Estate CE. The Appraisal Institute will give you CE credit for 7 Hours.

This is confusing but will apply to those of you who have registered for the July 20th offering of this course. Please make sure this loss of one CE credit hour will not affect your Aug. 31 License Renewal!

When will MN accept online Education?

Many of you have eagerly been anticipating the return of Online Appraisal credit being accepted by the MN Dept of Commerce. Just a brief explanation of what is happening....

Following the AQB directives –

- IDECC (**INTERNATIONAL DISTANCE EDUCATION CERTIFICATION CENTER**) must now approve the courses/seminars before they will be considered in Minnesota for Online Education. One of the requirements is that the sit time for online education has to be equal to the credit hours per course or seminar and a timing mechanism must be in place and operating.
- Another requirement is that tests will now be required throughout and at the end of an online seminar. Most of you will remember that there were very few exams required for A.I. online seminars – so that means that many of the seminars are being rewritten or re-done.
- Another requirement is that all Online course exams will need to be proctored at a Library or other safe location with someone in attendance to verify that the test site is secure. Many options are being considered to meet this requirement.
- Also, Minnesota and Florida require additional items to be included above and beyond what IDECC requires. These additional requests need to be met.
- The Appraisal Institute has a new server and they are trying to transfer all files to this new server. This is turning out to take more time than the A.I. realized.

We have talked to Chicago about this again. (The Chapter office is receiving many calls asking "when will MN accept online Education?" with the August 31 renewal deadline approaching).

The answer: It is not going to be done for awhile. The A.I. is gathering, installing and following all guidelines of IDECC and then the State of Minnesota. It is a long process and the A.I. is working as quickly as they can to see that A.I. courses and seminars are fully approved.

We will let you all know when Online A.I. Education will be offered in Minnesota. In the meantime, we ask that you check with any provider of Online Education to make sure that the course or seminar you are interested in taking is approved in Minnesota.

Important Education Information - continued

New Procedures are in place for the Advanced Courses for the MAI Designation

General Associate Members pursuing MAI membership and advanced education credit PLEASE READ!

Prior to registering for your first advanced education course, you are required to pass a free, online diagnostic test that will assess your skill level in Excel and ensure that you will gain the most out of your learning experience.

Diagnostic Test Prerequisite. This test demonstrates a participant's skill level in working with spreadsheets. Once you have passed the test, you will be able to register for any of the four advanced courses at any time. **We recently had several students who wanted to register for the Advanced Income Capitalization course only to realize they had missed the 14 day window prior to the course and were unable to take the course because they hadn't taken the Diagnostic Test.**

WE ARE ENCOURAGING ANY OF YOU WHO WOULD LIKE TO TAKE THESE ADVANCED COURSES TO TAKE THE DIAGNOSTIC TEST NOW! Once taken, this component is behind you and you can register for any of the four courses.

- *Advanced Income Capitalization* - NEW - is a required MAI designation exam. It takes the place of the 40-hour *Advanced Income Capitalization (510)* exam.
- *Advanced Market Analysis and Highest & Best Use* - After June 1, 2011 general Associate members who have not previously received equivalency credit will be required to pass the new *Advanced Market Analysis and Highest & Best Use* exam.
- *Advanced Concepts & Case Studies* NEW - is a required MAI designation exam. It takes the place of the 40-hour *Advanced Sales Comparison and Cost Approaches (530)* and 40-hour *Advanced Applications (550)* exams.
- *Quantitative Analysis* – is scheduled to be released January 2012. This course will be a required part of the MAI Advanced Education for general Associate members who join after January 1, 2012.

The diagnostic test must be completed successfully 14 days before the classroom component begins. For frequently asked questions go to: http://www.appraisalinstitute.org/education/diagnostic_FAQs.aspx

Online Session. The first part of the course is taken online, and it will be available 28 days before the traditional classroom sessions begin. The online session should take two hours to complete. It is mandatory that this session be completed. The first two hours introduce you to and prepare you for the traditional classroom sessions that follow.

The online session must be completed 7 days before the start date of the classroom sessions. If it is not completed, you will not receive credit for or pass the course.

Sample Schedule for the Advanced Courses

Online session available 28 days before classroom session begins
Diagnostic test "Pass" grade 14 days before classroom session begins
Registration for the course ends 14 days before classroom session begins
Online session ends 7 days before classroom session begins
Classroom sessions begin; Classroom sessions end; Exam

PLEASE – take the Diagnostic test now and get it out of the way!



Online Education: Learn at your own pace anytime, anywhere. 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 listing now!](#)

National News

SAVE THE DATE!

Appraisal Institute Annual Meeting

August 15 - 17, 2011

Vegas 2011

What are the Odds
YOU'LL FIND
ANOTHER
APPRAISAL EVENT
LIKE THIS?

AI®
Annual Meeting, Aug. 15-17
Vegas 2011

ALL IN ▶

The "can't miss" appraisal event of 2011, held at the "all-new" Cosmopolitan of Las Vegas!

[Click here to register online](#) ▶

Full Registration includes reception on Aug. 14 and Aug. 15, three breakfasts, luncheons, plus all refreshment breaks.

Full Registration: \$895 member/\$995 non-member

SAVE \$100! Early Bird: \$795 member/\$895 non-member

SAVE \$200! Early Bird PLUS Cosmopolitan Stay Discount: \$695 member/\$795 non-member

HURRY—SAVE \$300!* Early Bird PLUS Cosmopolitan Stay Discount PLUS Registration for the Loss Prevention Seminar – Save an additional \$100!

Please use discount code **LIA2011-M** for the Monday session and **LIA2011-T** for the Tuesday session (Given to first 70 Appraisal Institute Member registrants for Loss Prevention Seminar)

* PLEASE NOTE: Hotel confirmation at the Cosmopolitan of Las Vegas is required to be eligible for early bird PLUS COSMOPOLITAN STAY discount.

Guest Registration: \$175

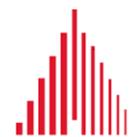
Guest registration includes receptions on Aug. 14 and 15

Full Schedule of Events

and

Information Updated Regularly at:

<http://www.appraisalinstitute.org/vegas/Register.aspx>



**Appraisal
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ARE YOU INTERESTED IN SERVING ON A 2011 COMMITTEE??

Our In-Coming President, Steve Shaykett MAI, would like to find “committed” people who are interested in participating in the operations of the Chapter. This is one of his main goals for the year. He would like each of you to be given the opportunity to volunteer for positions on the Chapter Committees. If you are interested, please complete the form below, indicating your preference and then sign and return to:

North Star Chapter Office
1265 Josephine Road, Roseville, MN 55113
Phone: 651/633.0676, Fax: 651/633.5956
E-mail: maribellec@aol.com

Steve would also be happy to hear from you if you would send him an e-mail: steve@shaykettappraisal.com

Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: () _____ **Fax:** () _____

Designation(s): MAI _____ SRA _____ SRPA _____ RM _____ Associate _____ Affiliate _____

ADMISSIONS COMMITTEE: MEMBERSHIP ADMISSIONS, DEVELOPMENT AND RETENTION		
GENERAL (3-YEAR TERM) _____	RESIDENTIAL (3-YEAR TERM) _____	
ASSOCIATE GUIDANCE COMMITTEE		
GENERAL (3-YEAR TERM) _____	RESIDENTIAL (3-YEAR TERM) _____	
EDUCATION COMMITTEE		
GENERAL (3-YEAR TERM) _____	RESIDENTIAL (3-YEAR TERM) _____	
BYLAWS _____	FINANCE _____	
GOVERNMENT RELATIONS _____	HOSPITALITY MEMBER SERVICES _____	
PROGRAM COMMITTEE _____	PUBLIC RELATIONS _____	
RESEARCH COMMITTEE _____	WEB-SITE COMMITTEE _____	

Please see following page for Committee Descriptions

We hope you will consider becoming involved in the operations of the Chapter! We have newly Designated Members, many new Associates and Affiliates and we would like to have continuity, new ideas, thoughts and enthusiasm to help our overworked and highly

CHAPTER COMMITTEES

If you desire additional information on committee activities, the name and telephone number of the current chair is listed.

Membership Admissions, Development and Retention: The Chapter Membership Admissions, Development, and Retention Committee shall develop, implement, and oversee the Chapter membership recruitment, development, and retention program. The Chapter Membership Admissions, Development, and Retention Committee shall also identify members for service on the Experience Review Panel. An Associate Member and an Affiliate Member are needed!

2011 Chair: *Dwight Dahlen, MAI, SRA—651-224-1381*

Residential Member: *Debra Blindman-Frank—763-377-7457*

Associate Committee Chair Committee: Discuss issues impacting Associate Members and provide recommendations to other bodies as appropriate and enhance communications with the Region and National organization.

2011 Chair: *Janene Hebert—763.509.5352*

General/Residential Associate Guidance: To advise and assist those Associate/Affiliate Members affiliated with the Chapter in meeting the designation requirements of the Appraisal Institute. To help organize Associate Workshops throughout the year and contributes articles to the newsletter.

2011 General Chair: *Christy Mackaman - 612.347.9346*

Residential Chair Needed

Education - General/Residential: The Education Committee shall formulate and submit to the Chapter BOD a general program for educational activities at the Chapter level for the year and to take all steps necessary to prepare and conduct Chapter Educational programs. The committee considers the needs of the members and associates and makes these recommendations to the Board.

2011 General Coordinator: *Kurt Ophus, MAI—612-336-4223*

General Member: *Jeff Johnson, MAI—612-339-7700* Residential Member: *Rich DuBay, SRPA, SRA—651-255-1445*

Bylaws Committee: Maintains the Chapter Bylaws and policies, drafting chapter bylaw amendments/updates as needed and makes recommendations regarding the national bylaws and regulations.

2011 Bylaws Chair: *Julie Bjorklund, SRA—612-781-0605*

Finance Committee: Prepares proposed budget for the succeeding operating year, submits recommendations concerning proposed changes in the Chapter budget for the current year, and reviews the general financial condition of the Chapter and submits reports concerning such condition to the Chapter Board of Directors.

2011 Finance Chair: *Julie Bjorklund, SRA—612-781-0605—Chapter Treasurer*

Government Relations Committee: Promotes the Appraisal Institute's policies and programs regarding legislation and regulations which are of interest and importance to appraisers. Also keeps us apprised of State policies and programs.

2011 Government Affairs Chair: *Wendy Walker, MAI - 612-825-9001*

Hospitality Member Services Committee: Acts as a welcoming body for the North Star Chapter and helps with check-in at dinner meetings. Assists in maintaining the badges. Take photographs of speakers and others as needed.

2011 Hospitality Chair Needed:

Web Site Committee: To assist with the Chapter web-site, making sure the Membership Directory, Educational Offerings, and content is current and articles of concern and interest are posted.

2011 Web Site Chair: *Ryan Bessler—612-349-9275 and Joe Mako, MAI - 952-261-9424*

Program Committee: The Program Committee shall be responsible for the preparation and presentation of the regular meetings, choice of speakers, panels, topics and special projects. One of the biggest jobs of the Program Committee is finding speakers and topics for the highly successful "Trends" Seminar. The Committee shall also insure that approval of certification credit is obtained for those programs which meet the CE requirements of the Appraisal Institute and the State of Minnesota.

2011 Program Chair: *Steve Shaykett, MAI - 605.332.3553*

Public Relations Committee: Responsible for editing the Chapter newsletter and for advertising and promotion including Yellow Page Advertising and the Membership Directories. Also responsible for preparing news releases about chapter activities and feature articles about appraisers and appraising for local papers, contacting local civic organizations to offer appraisal information programs, publish professional advertisements locally as permitted by the national Appraisal Institute, and distribute local membership directories. Develop Chapter relations with other organizations, including appraisal organizations...various public bodies when the actions of such public bodies may affect the Chapter, the Appraisal Institute, or its members and affiliates.

2011 Public Relations Chair: *Ev Strand, MAI - 612-340-1236*

Research Committee: Responsible for the preparation and distribution of research data such as sales (market data), construction costs, mortgage availability, land values, vacancy ratios, & other data as may be deemed important by the committee & to coordinate activity with the Program Committee. **Committee Chair Needed**

We hope that you will take a few minutes to look over the above committees. If you are interested & still have questions, we urge you to call the Committee Chair. We need your help, ideas, resources..WE NEED YOU!!!

PLEASE CONSIDER THIS REQUEST!

PR - EFFORT

The goal of our specific PR effort headed by Ev Strand, MAI, will be to educate our consumers to the fact that the MAI, SRPA and SRA designations are the best trained commercial and residential valuation analysts/experts in the market. Our PR effort will promote our designations primarily by

- 1) having our professionals included in the many private and public discussions that happen on a continual basis in our region,
- 2) through the publication of real estate valuation articles and
- 3) through advertisements in the *MN Real Estate Journal*.

The ad below is an example of the monthly advertisement in the *MN Real Estate Journal*. The design of the ad will remain the same, but each month there will be a different message. The idea is to continually have readers see, "MAI, SRPA and SRA" Designations and the association with the Appraisal Institute with a brief message such as, "Your most educated and trained real estate appraisers". Watch for it!



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www.appraisalinstitute.org

AVOID APPRAISAL PROBLEMS!

***Look for the
MAI, SRPA and SRA Designations***

***"Your most educated and
trained real estate appraisers"***