



Professional Appraisers Information Exchange

VOLUME 111, ISSUE 4

FALL 2005

Conference: Santa Fe 2006

By Sally Ambrose, ISA CAPP for the Santa Fe Coordinating Committee

What is the second best city to visit in the United States according to *Condé Nast Traveller* magazine? What city is the second largest art market in the country? What city is sophisticated, offers scenic overload, historic and culturally unique while at the same time offering a peaceful refuge? Where is the ISA annual conference going to be held? If you answered SANTA FE, NEW MEXICO to all of the above questions, you are right.

The planning for this year's conference is reaching the final stages. By the time you read this, all these details should be completed and the conference program in preparation for printing. It is exciting to see this all come together with a minimum of anxiety.

As of this writing, our plans are as follows: The Opening Reception is at Peter's Gallery, Friday April 1. Wander through the maze of rooms and enjoy the masterpieces, from Picasso to O'Keeffe, Moore to Stella.

The break out sessions will have presentations on Spanish Colonial Art, New Mexico and Spanish Colonial Art, Mexico (Cathy Wright and Maria Velazquez), Southwestern Jewelry (Joan Caballero), Identification of turquoise (Joe Dan Lowry), Regional and Classic Navajo Weaving (Mark Winter), Matriarchs of Southwest pottery, Taos School Painters (Sharon Udall), Pueblo Historic Pottery (J. Batkin), Santos From Around the World, more is being considered.

Conference Tours

The following is information on the astounding tours we're planning for you in Santa Fe. This year ISA is offering a total of seven tours.

Note: If you plan on attending any of the tours, please register before February 28. If there is not enough interest in a tour by February 28, the tour will ultimately be canceled.

Santa Fe Walking and Canyon Road Mini-Bus Tour (2.5 hours) – A guided walk through the historic Plaza will familiarize participants with Santa Fe, a city established by Spanish conquistadors in 1598. We will introduce you to exceptional art museums and galleries. After the walking tour, there will be a mini-bus tour up Canyon Road, highlighting galleries of significance for individuals to return to at their leisure. Santa Fe is the second largest art market in the U.S. and includes historic Spanish arts, Native American arts, traditional European-influenced art, and contemporary art. Includes guide and four-day Museum of New Mexico passes and transportation.
\$55/per person • March 31 • **Departure Time: 9:00 am–11:30 am**

Museum Hill Tour (4 hours) – The beautiful Museum Hill area is the site of the International Folk Art Museum, the Museum of the American Indian, an anthropology laboratory, the Wheelwright Museum, and the Spanish Colonial Arts Museum. Includes guide, four-day Museum of New Mexico passes.
\$55/per person • March 31 • **Departure Time: 10:00 am–2:00 pm**

Chimayo (5 hours) – The Village of Chimayo, located in the Sangre de Cristo Mountains to the north of Santa Fe, is the site of the humble, yet extraordinary Santuario de Chimayo, one of the first missions founded by the Spanish in New Mexico. We will also visit the Centinela weaving studio. The studio carries on the traditional weaving techniques of old New Mexico. Includes guide, Santuario visit, Centinela weaving studio visit, lunch at Rancho de Chimayo, and transportation.
\$85/per person • March 30 • **Departure Time: 9:30 am–2:00 pm**

The tours are not confirmed as yet because there is so much from which to select. Here are a few of the choices being considered. Museum Hill that has the Wheelwright Museum, Museum of Indian Art and Culture, International Folk Art Museum and the Spanish Colonial Museum. The Georgia O'Keeffe Museum and Santa Fe Art Museum, Historic tour of Santa Fe, Canyon Road, Shidoni Foundry, a photographic private collection, and Chimayo—one of the first missions in New Mexico. Obviously, we will not be doing all of this, but what a selection of tours! At least one of these tours should elicit an "I have to see that!" response from you.

Start making your plans to attend Santa Fe 2006. Oh, did I mention the gorgeous sunsets and sunrises. I may not see a sunrise, but all come join me in watching a sunset. I can hardly wait!

Please, visit the blog site for up to date information for Santa Fe 2006 www.santafe2006.blogspot.com.



Conference Speakers

We are gearing up for one of our best conferences ever in Santa Fe, NM from March 30–April 3, 2006. Following is a sample of the excellent speakers presenting during this conference...

Cathy Wright, *New Mexican Spanish Colonial Art – Fine Arts and ARC*. Cathy Wright is our expert on Spanish Colonial art from New Mexico. As Chief Curator and Director of the Taylor Museum, Cathy was instrumental in the museum's major additions to their holdings from the Lockett Collection sold at Sothebys, New York. She will discuss this acquisition and provide perspective on this important art form in the marketplace.

Maria Velazquez, *Mexican Spanish Colonial Art – Fine Arts and ARC*. During this conference in Santa Fe we are going to examine the differences between New Mexican colonial art and Mexican colonial art. You may not think there is much difference between the two but as our two experts Maria Josefa Velazquez (Mexican colonial) and Cathy Wright (New Mexican colonial) will tell you, the differences can be huge and the values very different. A santo by a named artist from New Mexico can sell in today's market for thousands of dollars. Go south of the border and these values can easily drop to hundreds of dollars.

Joe Dan Lowry, *Director, Turquoise Museum; Identifying real, fake, and treated Turquoise – Fine Arts, ARC, and Gems and Jewelry*. The Lowry's own a little gem of a museum in a strip mall west of Old Town. For those with curiosity, it's a real find that's been featured in *Smithsonian Magazine* and on *60 Minutes*. The passion of father and son, Joe P. Lowry and Joe Dan Lowry, it contains "the world's largest collection of turquoise"—from 60 mines around the world.

Joan Caballero, *Southwestern Jewelry – Fine Art, ARC, and Gems and Jewelry*. Joan Caballero has agreed to speak on Southwestern Jewelry following Joe Dan Lowry's presentation on turquoise.

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International Society of Appraisers, Inc.

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Jorge N. Sever

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International Society of Appraisers

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President's Message



By: Robert Boykin, ISA-CAPP
President, International Society of Appraisers

As my 2-year term as your President comes to an end in November, I have been thinking about ISA's past and future. We have come a long way in the 24 years that I have been a member. A lot of people have come and gone. A lot of ideas have come and gone. People have passed on, retired or left for whatever reason. This is the evolution of any organization. The point is, when you look back to the beginning and ask the question "Have we moved forward since then?" the answer is a resounding "yes."

It is almost shocking the difference in the way we are now and the way we were 25 or so years ago. So we can sit back with pride and think of how much has been accomplished in those years and the outstanding professionals that worked as part of a team to bring ISA to where we are today. With that being said, the next question is "Where are we going?" All of this is speculation on my part, but I would hope to see that we have solidified our financial situation as the Board, Jorge, and staff have worked so hard the last few years to turn it into a positive situation. We did not get into the funding shortage quickly and will not get out of it quickly. But we are headed in the right direction.

I would hope that we have a close working relationship with our sister organizations, AAA and ASA. That would include having joint projects and contributions to USPAP, common appraisal terminology, educational tours, and even joint annual conferences. There are so many things that we could co-operate on professionally. I would like to see a surge of interest from the young people of America with an interest in appraising. They are the future of our organization but also of our country. The three personal property societies only have so many young people to draw from.

I would like to see a team spirit in moving forward to the future. Every person is important, no matter how little or how big the job. No one person should be indispensable, but with all people having value to make the whole. We do not need to be complacent in our positions or to become too powerful or protective of our positions. This happens often in organizations. This causes division, stagnation, and hurt feelings. Some people leave with anger. Our future is bright. ISA is a good organization with many good people. I have enjoyed working for you and with you.

New Additions: June 1, 2005 – August 31, 2005

CANDIDATE

Gordie N. Alton
Larry L. Birks
Gale Blocker
Susan B. Brantley
Sarah Raney Brown
Marc Carrier
Amanda Michele Castro
Joy Catherine Cherry
Victoria Cherry
Pamela Estep
William Farmer
Curtis Featherston
Robert Frost-Dean
Sarah Hawlik
Maura Kropke
Marjorie S. Matsumoto
Sarah Beegle Miller
Richard Scott
Montgomery
Judy Tobin Nelson
Diane Pease
George Pekkari
Justina A. Quick
Jane J. Rhea
Emil Simon

Douglas Neil Smith
Angela Whitaker

MEMBER

Toni L. Bartelheim
Shannon Cherimisin
Michele M. Dewitz
Heidi E. Cobb
James Finlay
Robert Hawks
Andrew Christian Hood
Edward McWilliams
Robert James Pasquesi
Carolyn Ann Schmid
Diane Walser
Susan Whitney
ACCREDITED
Suzanne Alessi, ISA AM
Michelle J. Angerman, ISA AM
Mary Barile, ISA AM
Darren F.L. Barthau,
ISA AM, GG
Candace Corbani, ISA
Gerald E. Czulewicz, ISA
Shannon Dillard Mitchell,
ISA AM

C. Merritt Leigh Hampton,
ISA AM
C. Robert Harrison, ISA AM
Dana Holland-Beickert,
ISA AM
Zenna Inness, ISA
Jill E. Kent, ISA AM
Shawne Y. MacIntyre, ISA AM
Rebecca Ardell Markman,
ISA AM
Violet M. Nicklen, ISA AM
Francine P. Proulx, ISA AM
Chris Stevens, ISA AM
Iwona Tenzing, ISA AM
Deborah Slade Thompson,
ISA AM
Greig Evans Thompson,
ISA AM
Jacquelyn Ullmer,
ISA AM, GG
CERTIFIED
Marian Aubry, ISA CAPP

Executive Director's Report



By Jorge N. Sever

By the time you read this column we will have approximately 27 weeks left to what is being touted as the most exciting, energetic, and rewarding conference that ISA has staged in years... perhaps ever! I realize that there are some disbelievers out there. However, I can state to you that judging from the numerous positive comments received at the ISA Office,

that the level of excitement for the upcoming conference in Santa Fe is unprecedented.

The conference program planning team has pulled out all the stops and has developed what we believe will be a most enjoyable program, including outstanding speakers and a host of tours to choose from. Please see the related articles in this issue on the conference program and don't forget to check out the ISA website for additional information. New this year, to enhance your pre-event experience, is the conference program planning team's blog, which can be accessed through its link on the Conference Page on the ISA website. The blog provides detailed information about the conference program, related information on Santa Fe and it offers our members an opportunity to add their own personal comments.

Because Santa Fe is such a unique location, next year's conference will offer a variety of speakers and tours that cover the interests of most, if not all of our members. The conference program planning team has been aware of the criticisms of past conferences and has tried to develop a model that addresses many of those issues. For example,

there will be a total of 19 separate speaker presentations and we will be offering a total of seven different pre-conference tours to choose from over the course of two full days. We will also be offering the ISA Requalification course at the same hotel prior to the conference.

Rising costs and our desire to make the conference a financial success has forced us to raise the registration fees, beginning with next year's event. We have also significantly increased the pricing differential between our regular and late registration fees. Because of required guarantees and the higher costs associated with last-minute registrations we are trying to encourage our members to register no later than a month prior to the event. The new registration rates are as follows:

- \$495 – Regular ISA Member Rate
- \$595 – Late ISA Member Rate (Registrations made after February 28, 2006)
- \$200 – Daily ISA Member Rate

We are cognizant of the financial hardship that the raised fees may place on our members. Attendees will be able to offset the higher registration fee rate with the reasonable conference hotel guest room rate at the Hilton of Santa Fe, which is \$139 for Single/Double accommodations. That rate is significantly less than what was charged at this year's conference hotel in Chicago.

Please check out the conference information on the ISA website and, especially take note of the conference blog. And don't forget to mark your calendars to be in Santa Fe, New Mexico for Assets 2006 from **March 30 through April 3, 2006.**

At Your Service



By: Darlene Hines, ISA CAPP
ISA Board Secretary

The Board of Directors of Directors Conference call meeting was held on August 16, 2005. Present were: President Robert Boykin, Joan Seifried, Darlene Hines, Keith Ball, Vincent Rundhaug, Nan Shelton, Fred Winer, Bette Belle, and ISA Executive Director, Jorge Sever, Valerie Bly and Jeanine Nicholls.

Board President Robert Boykin reported that he is working with the committee chairs to address their concerns and suggestions. He is also working with ASA and AAA to enhance an on-going mutual relationship with these organizations.

The Executive Directors report demonstrated that the financial posture of ISA is progressing in the "black" and keeping current with payables. He also reported that the conference planning team is doing an outstanding job in making sure that the 2006 Annual Conference is the best one ever.

The ISA staff is busily working with our Educational Program instructors on finalizing the ISA course offerings for 2006. The ISA Staff is making every effort to see that our education programs remain exemplary while keeping a watchful eye on costs.

Discussions were held on the proposed New Technology Committee which will help to increase the profile of ISA through electronic means. The goal of this committee will include electronic technology that will support the ISA website and forum.

A written and phone report was given by the ISA Educational Foundation Inc. President, Rick Casagrande. Others discussions

were review and revisions to the Ethics Procedures, revisions of the "Use of Marks & Logos," and discussion of USPAP.

**CALLING ALL MEMBERS!
BE SURE TO RENEW YOUR MEMBERSHIP!!!!**

POINT TO PONDER: Clients put themselves on the line when they recommend your appraisal business. A written note or value-added token lets them know that you value their recommendation. Take care of your faithful clients in order to add new ones.

WANTED!!!

ISA PAIE Articles for Publication

If you'd like to submit an article, we're looking for well-written pieces that make people think or provide new insight into a familiar problem – ideally, we'd like substantive articles on appraising and/or a specialty discipline. There's no need to call first to ask if we're interested. Write it (between 500 and 750 words) and send us the material. When submitting articles you must include your name and a daytime phone number. We will contact writers before we use an article.

Please submit your items to:

Editor – PAIE

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Candidates for the International Society of Appraisers Board of Directors • Election 2005

We have three openings for election to the International Society of Appraisers Board of Directors this year; three full three-year terms. Congratulations to this year's Nominating Committee Chair, Brenda Simonson-Mohle, ISA CAPP, and her entire committee for their efforts in presenting a slate of five outstanding nominees.

The ballots will be mailed out to our members on October 1st and all marked returned ballots must be received at the ISA office no later than October 21, 2005.



Christine N. Corbin, ISA CAPP

Hello and thank you, ISA! You have helped to bring our daily appraisal work to a higher level of professionalism. I am honored to be invited to run for the Board of Directors!

ISA Certification has opened so many avenues of business potential. We all know that Appraising is 95% sweat, and 5% glamour. It's exciting, though I had to initiate a pre-appraisal site grading system. Who ever dreamt we'd be doing large appraisals, donning masks, gloves, shower caps, bug spray and flashlights!

I am an Appraiser and Auctioneer. I joined ISA in 1989. We developed a local chapter, small enough that we all took a few turns as officers. We learned that peers together encouraged learning and friendly parallel professionalism.

In my second term as ARC Chair in 2002, we organized the Greeters sub-committee, to meet and introduce new conference attendees. We planned two ARC programs. We held a division dinner out in San Antonio, mixing, sharing experiences, inviting members to meetings. An inclusive attitude and getting to know each other is mandatory to the growth of ISA.

As a member of the Nominating Committee in 2003, I was taught by the best ISA leadership examples. I followed as Chair in 2004. Each committee is only as good its individual components. We had a great committee.

Once upon a time, appraising was a side job for Auctioneers and Dealers. In the 21st Century, we can run our own Appraisal Divisions and Companies, with teams of assistants, account managers, researchers, and more.

If elected to the ISA Board, I will listen to your ideas. With business and organizational skills, and a positive attitude, we can work professionally to fulfill your needs, and expand appraisal education. I'd also like to promote the exposure of ISA to the populace in general. After all, if we don't toot our own horns, how will the rest of the world know we are the best qualified appraisers?



Frederic "Ric" H. Emmett, ISA AM

It wasn't until I attended my first Board meeting last November that I realized just what an outstanding job the previous Board did over the past 5 years.

I was dismayed to learn at that meeting that three of the Board members who had brought our society out of the red, had hired a new dynamic Executive Director and re-structured our Society, were leaving the Board.

My first year has been one of learning... from bewilderment at my first meeting, to frustration dealing with a recalcitrant M&E Division, to embarrassment at calling in late for a Conference Call meeting.

All of the above have not dimmed my enthusiasm and the experience will serve me well should you re-elect me to the Board of Directors so that we may continue to improve our website, provide greater accessibility and quality to our education programs, and bring the International Society of Appraisers into the forefront of the industry.



Patricia L. Hefner, ISA AM

My goals as a potential member of the Board basically focus upon MARKETING:

1) To develop further and expand the market for our education courses. I am a strong proponent of education. Although the courses are expensive to develop, they enhance the reputation of ISA and bring in new members. They also increase the cutting-edge knowledge of ISA members so that more may advance to their CAPP designation. We could also market them more extensively to the public and to other appraisal societies such as the ASA and AAA.

2) To create stronger marketing and public relations programs at the local level. With over 15 years of experience in marketing and P.R., and an MBA in Finance, I would like to increase the quality "brand" recognition of the ISA name and its many excellent members. Actions like writing press releases or chapter newsletters, setting up a speakers' bureau, or volunteering for public TV fund-raising cost nothing except time, but are highly successful in generating business, creating credibility for ISA, recruiting new members, and educating the general public about the excellence of ISA.

3) To unite all our members, from all appraising disciplines. Although surveys have been done in the past, I would like to develop another one to determine how members currently prioritize and rank programs and activities that they most like to see ISA offer.

Thank you for your consideration. Using my long track record in marketing, education, finance, and appraising, I hope to work very hard for ISA.



Vincent C. Rundhaug, ISA AM, GG

Originally from the Pacific Northwest, I now live in Sarasota, Florida, where I have made my living in the antiques/collectibles world for almost 20 years. I joined ISA five years ago. I remember, as I went through the process of courses and qualification, I was encouraged at every step by other ISA members who gave of their time and energy to advise and support not just me, but everyone. This is my opportunity to repay, in kind, their generosity.

I have served on the Fun'd Auction Committee for three years, two as Vice Chair; I am finishing my second year as President, Central Florida Chapter; and recently agreed to take over the duties of Chairperson, National Awards Committee. I have now been asked to submit my name for a position on the Board. What an honor this is.

ISA, as an organization, can only work if the members are involved and participating. Nothing gets accomplished when all sit on the sidelines and wait for things to happen. The members will not be happy if they feel that the Board is only for the few "elite" at the top of the pile who may seem unresponsive and/or uncaring. I am not such a person and I would not be such a Board Member. I am totally accessible. If you have a question, I will take the time to answer it, or I will find out who can. And I will get back to you. I am still very aware of what it is like to be one of the rank and file and to feel totally lost about what is going on within the organization. If I am elected to the Board, I promise to fulfill my duties and responsibilities to the best of my ability and to work hard for ISA as a whole and for the members individually.



Fred J. Winer, ISA CAPP

I have a vision for the Society that has become clearer in the last year and a half in which I was fortunate enough to serve briefly on the ISA Foundation Board before being asked to fill a vacancy on the parent board. Since November I have served as Treasurer, liaison to the ISA Foundation, and as our representative to The Appraisal Foundation Advisory Board.

Our membership numbers and revenues have become static. At the same time, we've demanded more and more from our members in terms of educational and financial commitments. The benefits of membership have not kept pace with these demands, and if given the opportunity, I pledge to explore every way possible to widen the range and quality of our benefits.

In my vision, we continue to recognize that ISA has been built on a spirit of inclusiveness that must be renewed and sustained. We have the intellectual fire and compassion to bridge the gaps that feed our discord on issues such as membership criteria and educational requirements, and we build upon the dialogue that now allows us to be full partners with our sister societies in working on joint projects to benefit our profession without losing our individual identity.

We have a vast well of dedication, enthusiasm, humor, intellect, and passion in our group. I would like to tap that well for the next three years and would appreciate your support.

ARC Educational Opportunities Calendar

By Kathi Jablonsky, ISA AM, Vice Chair, Academic Development Subcommittee, ARC

<http://my.calendars.net/isa> or access through link on ISA website

Here are some of the upcoming educational activities:

OCTOBER 7-8, 2005

Tuscaloosa Antique Symposium

Tuscaloosa, AL
mollywsnow@aol.com

OCTOBER 7-9, 2005

Arts & Crafts Conference

Chautauqua, NY
www.roycroftconference.com

OCTOBER 17, 2005

Carnegie Museum: Decorative Arts Symposium

Pittsburgh, PA
www.cmoa.org

OCTOBER 21-22, 2005

Winterthur: Needlework Conference

Winterthur, DE
www.winterthur.org

OCTOBER 21-23, 2005

Textile Museum Symposium: Japanese Style & the Culture of Cloth

Washington, DC
www.textilemuseum.org

OCTOBER 29, 2005

Christies: Trusting Your Eye – How to Look at Modern Art

New York, NY
www.christies.com

NOVEMBER 4-5, 2005

American Ceramic Circle: Annual Meeting

Salem, MA
www.amercercir.org

NOVEMBER 5, 2005

ISA SoCal Chapter: Quilt Seminar

Costa Mesa, CA
chathamappraisal@comcast.net

NOVEMBER 7-8, 2005

UCI: Charitable Contributions – Do's and Don'ts

Irvine, CA
www.unex.uci.edu

NOVEMBER 7-11, 2005

MESDA Fall Institute: Southern Ceramics

Winston-Salem, SC
www.mesda.org

NOVEMBER 11-12, 2005

NYU: USPAP for Personal Property Appraisers

New York, NY
www.scps.nyu.edu

Calendar created and maintained by Kathi Jablonsky, ISA AM. Please submit notices of seminars, symposia, workshops and conferences to kjablonsky@sbcglobal.net

ISA 2005 Awards Nominations

Call for Award Nominations

By Melinda L. Wilson, ISA AM; Awards Committee Chair

I am the new Awards Committee Chair with Lyn Livingston as my Vice Chair. We would both like to take this time to thank you for all that you have done by giving of your time and service. We at ISA thank you and appreciate you.

Now, I need your help as well. It's time to begin "thinking of others" and the relentless services they have given ISA over the years, plus those who just began and have jumped in when and where needed!

These are our "Volunteers"! The backbone of ISA! We need to say a special "Thank You" to all who have given their time when they may not have had that time to give. But, they found the time and worked hard. We need to recognize them publicly and what better time than the Awards Banquet at this year's Conference in Santa Fe!

The holidays are close by and are special to all of us. It's the time we "think of others" and we give more at that time of the year than any other. As you begin this holiday "giving" season, start by "giving" and recognizing those that gave their service to ISA FIRST and FOREMOST!

Please take the time to submit the name of one person that you feel has given above and beyond of their time and service to ISA. Surely, you know someone who has given outstanding service to the Society, so please, take a few minutes and fill out this nomination form and send it to me as soon as possible. Make it your "Number One" priority for the Holiday Season.

Thank you and we look forward to seeing you in Santa Fe!

How to Submit Nominations

Please submit all entries in duplicate to the ISA Awards Committee Chair (see form for address). Please read the instructions and explanations carefully.

Candidates may not nominate themselves except for awards related to self-generated material. Each entry must be submitted on an official entry form or a reasonable facsimile thereof. Each entry must clearly state the correct category and division for which it is being submitted.

Entries which do not meet all of the eligibility requirements will automatically be disqualified. Your entry must contain responses to the questions listed for each category and any required sample material must be included.

Judging: Judging will be done by the ISA Awards Committee.

Committee members represent the four divisions and must hold the Accredited or Certified designation.

Entries will be judged on the quality and relevance of supporting material, value to the profession and/or ISA, and the responses to the listed questions for each category.

Each person may submit more than one entry, but no more than one nomination per entry form. You will be notified of the receipt of your entry. All winners will be announced at the annual conference.

Deadline: December 1, 2005

LAMP OF KNOWLEDGE

This award is available for a singular outstanding educational work product pertaining to the appraisal profession as a whole or in a specialty area. Members only, one available.

Presented for:

Spoken word, Written work, documentaries in film or video

Requirements:

- Submit two copies of the project
- State the objectives of the work

- Did you create the work, or did you further develop a previous concept?
- Did you market your work? If so, did you self-market it or did you use a distribution company? If self-marketed, what were the promotional devices and techniques that were used?
- Explain how will this work affect ISA and/or the profession in terms of:
 - Enhanced appraisal performance
 - Membership growth
 - Credibility of the association and/or the profession
 - The image of ISA and/or the profession
- Did the work achieve its stated objective? Was there feedback from ISA members and/or the profession on this work? What was the feedback? Was it favorable or non-favorable? What was the value of the work to the profession and ISA? Did the work increase the status of the profession in the public eye?

LEADERSHIP

Awarded to any ISA member in a leadership position. Awarded for outstanding service above and beyond what is normally expected. Members only. One award available.

Requirements:

- Submit an outline of the contributions to the association and/or the profession which have gone beyond those which are normally expected, along with supporting materials and/or documentation.
- No self-nomination

OUTSTANDING MEMBER

Candidates will be selected for outstanding achievements in the appraisal profession itself, or outstanding participation and activity in ISA and the promotion of the appraisal profession. Members only. One award available.

Requirements:

- State contributions to the profession
- Submit supporting materials and/or documentation
- Elaborate on ISA involvement at local, chapter, regional or international levels
- No self-nomination

DISTINGUISHED SERVICE

Candidates will be selected for outstanding achievements in the appraisal profession itself, or outstanding participation and activity in ISA and the promotion of the appraisal profession. Members only. One award available in each division.

Requirements:

- State contributions to the profession
- Submit supporting materials and/or documentation
- Elaborate on ISA involvement at local, chapter, regional or international levels
- No self-nomination

CHAPTER OF THE YEAR

Two awards available: one for chapters in existence more than three years, and one for chapters in existence three years or less.

Requirements:

- Stated activities
- Photographs where applicable

- c. Any printed media material
- d. Meeting programs with supporting material
- e. Individual member activities on chapter, regional, national levels
- f. Membership enrollment with specialty areas

PUBLICATION

Members only. One available in each of the four divisions.

Awarded in recognition of the efforts of a member in publishing scholarly articles. A broad ranging category not limited to appraising, but encompassing reports on product identification, attribution, reproduction, etc. Designed to encourage and reward the research involved which, upon publication, ultimately benefits the appraising and collecting community as a whole.

Requirements:

- a. Submit two copies of the work with a brief explanation of how you decided on this particular topic and what it has done for your business as an appraiser, the appraisal community and/or collectors.

MEDIA

Available to the trade press, publishers, editors, reporters, columnists, journalists, radio & TV commentators, talk show hosts, producers, directors and authors for outstanding work involving the appraisal profession as a whole, a division, or a specialty area in:

- a. Written work
- b. Spoken word
- c. Documentaries, film or video

Requirements:

- a. Same questions and material as for award #1

MARKETING

Members only. One available in each of the four divisions. Awarded for best advertising promotion of appraising, appraiser, or appraiser's business, such as:

- a. Brochures
- b. Newsletters
- c. Business cards
- d. Newspaper or magazine advertising

Requirements:

- a. Submit two copies of the work with a brief explanation of how you decided on this particular type of promotional material and what it has done for your business as an appraiser

LEGISLATION

Awarded for service to the profession in efforts to enact or modify state legislation in accordance with ISA Appraisal Standards.

SPECIAL MERIT

Awarded for outstanding leadership ability in the field of appraising. They must in some way have contributed to, or enhanced, the appraisal profession as a whole, one of the four divisions as a whole, or a specialty area. One available in each division. Member or non-member.

Requirements:

- a. Same questions and materials as for award #1
- b. No self-nominations

SERVICE

Standing award given to outgoing members who have held volunteer leadership positions. Two award categories:

- a. Board Members
- b. Committee Chairs

**ISA 2005 AWARDS
NOMINATION FORM**

Check Category of Entry

- Lamp of Knowledge
- Outstanding Member
- Service
- Special Merit
- Marketing
- Publication
- Leadership
- Distinguished Service
- Chapter of the Year
- Media
- Legislation

Division

- ARC
- FA
- G&J
- M&E

Candidate info: ISA Member Non-Member

Name: _____

Address: _____

City: _____ State _____ Zip _____

Nominated by:

Name: _____

Address: _____

City: _____ State _____ Zip _____

IMPORTANT:

You must submit a full, typewritten explanation qualifying this nomination giving your reasons for making it. Attach the typewritten report to this nominating form and include all supporting documents. Please submit all entries in duplicate to the ISA Awards Committee Chair:

Melinda L. Wilson, ISA AM

Betty A. Wilson Appraisal Service
3912 Lake Dr. SE
Smyrna, GA 30082

DEADLINE: DECEMBER 1, 2005

Awards Committee Mission

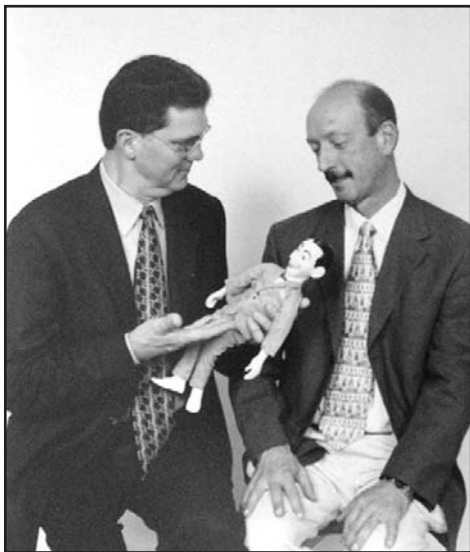
The Awards Committee shall acknowledge member contributions in differing categories of endeavor which enhance ISA's image and the profession.

2005 ISA Awards Committee

The Awards Committee is comprised of at least two representatives from each of the four ISA Divisions: Antiques and Residential Contents; Fine Art; Gemstones and Jewelry; and Machinery and Equipment. This year's Chair is Melinda L. Wilson, ISA AM.

- ADVERTISEMENT -

Who Are These Guys and Why Are They Saying Such Terrible, Rotten Things About How ISA Appraisers Run Their Businesses?



These dummies, not the one in the middle, are two ISA CAPPS. They are the owners and Partners of National Appraisal Consultants. Leon Castner is an ISA instructor. Brian Kathenes is the Chairman of ISA Ethics Committee and, **they are mad as hell with ISA appraisers who are giving away**

hundreds of thousands of dollars worth of appraisal business to unqualified, untrained people who claim to be appraisers.

Leon and Brian have been helping qualified appraisers build and manage successful appraisal practices for over ten years. They ran the first USPAP Course exclusively for Personal Property Appraisers. Their Turbo-charging Your Appraisal Practice seminar delivered amazing results for those who participated.

They know ISA appraisers have the best appraisal training in the profession, but they claim that, **most appraisers don't have the foggiest idea of how to successfully market an appraisal practice.**

Recently, Brian and Leon gave the keynote address at the National Association of Jewelry Appraisers in Cincinnati. They covered just a few **appraisal business development tips and sales secrets.**

Here are just a few of many positive comments from those who attended the short, three-hour presentation:

- **"Wow! This by itself made attending this conference more than worthwhile for me."**
- **"Already got my money's worth."**

- **"More than worth the price of admission..."**
- **"(They) Gave plenty of examples and how-to's."**
- **"(Give us) MORE!! When is Boot Camp?"**

Based upon the overwhelming response and the continuing demands for appraisal-specific sales, marketing and appraisal business development secrets, National Appraisal Consultants will present an Appraisers' Boot Camp.

Why are they doing this? Actually there are two reasons:

Because, most ISA members are highly-trained appraisers, but lousy business people. And,

Because, they believe highly-trained, professional appraisers, should be really wealthy!

Here's what you'll get:

- 2-1/2 days of **intensive, appraisal business development strategies, tactics and secrets** including:
- **A killer marketing system** and a dynamic marketing plan, designed specifically for personal property appraisal firms.
- **The real story** on how to get to the "gatekeepers" that will gladly put you in touch with, and recommend you to, the high-paying, high-profit clients in your appraisal specialty.
- The **Appraisal Selling System**, including the seven types of appraisal sales calls, and how to use them to gain more business, better business, and continued repeat business.
- **Time management strategies** for stopping those energy-draining, non-productive hours, plus how to **eliminate the money-sucking time traps** most appraisers fall into.
- **The most common business myth** about the appraisal business and how to use this knowledge to create unlimited additional products and services for your clients and customers.

– ADVERTISEMENT –

- **A publicity plan that you can implement immediately** to get coverage by newspapers, radio and television for practically no cost at all. And how to **leverage your free publicity into new business.**
- **The inside story** on how to create a true network of appraisers so you can provide appraisal services to more clients, in more fields, than you ever thought possible.
- **15 ways to increase the services you provide** that your existing clients are ready and willing to pay for.
- Positioning versus prospecting: **The key to endless referrals.**

So, you get **all this, in a 2-1/2 day Boot Camp, packed with insider information, marketing strategies, sales techniques, appraisal time-management secrets, and step-by-step directions on how to implement it all.**

Attending this Appraisers' Boot Camp is a bigger investment than you are used to making. This is not inexpensive program. But, if you actively participate, properly prepare, follow each step, and use the systems presented, it can provide you with an incredible return.

The investment to attend this 2-1/2 day Appraisers' Boot Camp is only \$1,499.00.

That may seem like a lot of money to you. It seems like a ton of money to some appraisers. But, to the real professional appraisers, the ones who know how to effectively run an appraisal business, it equates to just one decent appraisal job.

The last three National Appraisal Consultants appraisal invoices on the books are for: \$5,450.00, \$2,562.65 and \$13,916.00.

Now that's not to say you'll generate those numbers too, or even want them, but the techniques Brian and Leon will be revealing to you, are the ones they've developed, learned, perfected, and use in their incredibly successful appraisal practice.

These proven systems are used by the most successful appraisers in the country.

NAC

National Appraisal Consultants, LLC
Post Office Box 482, Hope, NJ 07844

• Phone (908) 459-5996 • Fax (908) 459-4899 •

But Wait, There's More!

(Don't you just love that line?!)

Participants registered and accepted for this 2-1/2 day Appraisers' Boot Camp will also receive SIX FREE BONUSES:

Bonus #1: A complete audio recording of the entire 2-1/2 day NAC Appraisers' Boot Camp.

Bonus #2: Negotiating Secrets Every Business Owner Needs to Know: An audio program with a work manual. A \$139.00 Value.

Bonus #3: 593 Professional Templates for Business Correspondence on a searchable CD. A \$79.00 Value.

Bonus #4: Four, 30-minute, personal, one-on-one business coaching and consulting sessions, via telephone with Leon Castner. Good for one year from the date of the boot camp. A \$500.00 value.

Bonus #5: Four, 30-minute personal, one-on-one business coaching and consulting sessions, via telephone with Brian Kathenes. Good for one year from the date of the boot camp. A \$500.00 value.

PLUS

Bonus #6: A special 2-hour (post-boot-camp) Networking Bonus Session, on the last afternoon to help you create and develop your own "Mastermind Group" with the other appraisers in your group. A \$650.00 value.

You get \$1,869.00 in special, free bonuses.

The 2-1/2 day, NAC Appraisers' Boot camp will be held in Dallas Texas on October 17-19, 2005. (Monday 9-5, Tuesday 9-5, Wednesday 9-noon):

PLUS the Special 2-hour Networking, Mastermind Group session from 1:00 pm – 3:00 pm.

Brian and Leon are limiting this Appraisers' Boot Camp to 20, highly-motivated appraisers who are dead-serious about growing their businesses and taking their appraisal practices to the highest level of performance and profitability.

To register on-line, and for more information go to:
www.AppraiserSuccess.com

OR, Register directly, to be part of this select group, and this amazing opportunity. e-mail Brian and Leon:
BootCamp@BrianAndLeon.com

Do it today, before your spot is taken.

ISA 2005 Education Calendar

Core Course in Appraisal Studies

A “nuts and bolts” approach to personal property appraising for use in all the specialty disciplines. Standardized checklists and sample appraisal reports are included. Special attention is paid to identification and authentication, market and value research and analysis, ethics and professional conduct, and preparing professional reports. Also offered as a text-based distance course with ongoing registration.

Pre-course work is required for the on-site course so early registration is encouraged. On-site registration closes two weeks prior to the course with extra shipping fees charged for late registration.

7 Days – 8:00 A.M. to 5:00 P.M. (Release last day at 3:00 P.M.)

52 ISA Professional Development Credits

U.S. Member Rate: \$990

Non-member: \$1,380

Canadian Member Rate: \$745 U.S.D.

Non-member: \$ 1,035 U.S.D.

November 9–15, 2005

Raleigh, North Carolina

Holiday Inn, Crabtree Valley Mall

Ongoing – Distance Education

A text-based distance education format

Specialty Short Courses

Appraising for Moving and Storage Damage Claims

2 Days – 8:00 A.M. to 5:00 P.M. (Release last day at 4:00 P.M.)

15 ISA Professional Development Credits

This two-day workshop focuses on preparing appraisals in connection with situations involving the moving and storage industries. It introduces you to typical situations confronting those who move, both from the perspective of the person who is moving (so you can better educate them on what to expect) and from the perspective of the appraiser, who must be prepared for all eventualities. You will learn the proper procedures to follow when problems arise in order to better serve your clients and bring damage claims to an agreeable resolution. *Not tested*

November 8–9, 2005 – Seattle, Washington

Holiday Inn, Seattle SeaTac Airport

Specialty Survey Courses

ISA offers three survey courses that cover a broad scope of knowledge in the specialty disciplines of antiques and residential contents, fine art, and antique and period jewelry.

U.S. Member Rate: \$900

Non-member: \$1,170

Canadian Member Rate: \$675 U.S.D.

Non-member: \$880 U.S.D.

The Appraisal of Fine Art

6 Days – 8:00 A.M. to 5:00 P.M. (Release last day at 4:30 P.M.)

Emphasizes the primary categories of fine art frequently encountered by appraisers and dealers: paintings, sculpture, works on paper, frames, black and white photography, animation art, Russian icons and Spanish Colonial art. Major areas of focus are: art history, looking at artworks properly, identifying and researching fine artworks, properly describing artworks, correctly employing specific vocabulary, and art conservation. A field trip to appropriate local venues provides students with close exposure to the property categories being studied. *Pre-course reading and a written assignment is required for this course. Exam afternoon of last day.*

October 2–7, 2005

San Antonio, Texas

AmeriSuites San Antonio Riverwalk

The Appraisal of Antiques & Residential Contents

6 Days – 8:00 A.M. to 5:00 P.M. (Release last day at 12:00 P.M.)

Provides information necessary to properly identify and value items falling into the broad category of antiques and residential contents. Focus is on analysis of construction and manufacturing, discerning the difference between “good,” “better,” and “best” quality, design characteristics pertinent to general periods and styles, and research resources for the appraiser. Primary course sections are furniture, ceramics, glass, silver, toys and dolls, and vintage fashions as well as general household contents. The course includes an off-site field trip. *Pre-course reading and a written assignment is required for this course. Exam morning of last day.*

Pre-course reading and a written assignment is required for this course. Exam morning of last day.

October 9–14, 2005

Dallas, Texas

Country Inn & Suites, Addison

The Ugly Collectible

By Leon Castner, Ph.D., ISA CAPP

I used to like the world of antiques and collectibles. It was worthwhile, educational, and fun. It was also my profession. Unfortunately, it is fast becoming none of those things, partly due to the stupidity and excess wealth exhibited by those in the marketplace – people with no sense of ascetic, ethic, or common sense.

The modern collectible is an ugly thing. It commands thousands of dollars and widespread attention. It grabs headlines. It provides owners instant gratification and notoriety – a second of fame in a fleeting world. It is the 21st century version of the blood sucking plant in the Broadway play *The Little Shop of Horrors*.

Take a few examples: the first being a grilled cheese sandwich that seemed to bear the impression of a religious icon – the Madonna. Avoiding the spiritual ramifications, how can a sandwich made of anything command ten thousand dollars? What's the point? Even if it was “real,” why pay money for it? It can't be hung on a wall, feed five thousand, or venerate Kraft Foods. It may be an oddity and even an item of wonder, but it is not a thing to be traded in the market like a chipped dish or a broken spoon.

The next is a jar containing “air” from two actors in a current movie. What reasonable person would believe such a story and actually pay money to own it? And even, God forbid, the story is confirmed, who would want it anyway? Is the air from two people, paid to pretend to be someone else, more pure, more defined, or more valuable than any

other air on the planet? Who thinks this stuff up?

Or what about a litany of other strange items? From Elvis' hair to naming rights for stars no one will ever see, the list becomes more absurd and outrageous every day. What can someone think of next to put on EBay to cause a stir? Why not a host touched by Pope John, a bottle of St. Helena ash, or a piece of discarded garbage from a celebrity's trash bin? Perhaps yesterday's game ball, dirty uniform, or beer stained program?

The collectible has become the nemesis of my world.

What happened to beauty, function, and form? How about craftsmanship and care? Where's the lover of art and design? Where's the historian, the romantic, and the Connoisseur?

The joy of antiques was in the hunt and the find: A diamond in a lump of coal, a Willard clock in a country cottage, or even a Rookwood vase in a box of planters. The joy was intensified when the same items came back to life to live another day – Frankenstein's of a noble past. When re-discovered they exhibited all that was noble and great in the production of objects. They shine with grace and minister with devotion. Like old soldiers standing at attention, they remind us of the past as they serve the present and point to the future – both in form and function.

Continued on page 11

The Ugly Collectible, continued from page 10

I and my generation of true antique lovers are relics of the past just as the items we so much treasure. Time has marched quickly on. It has left our favorite reference books and us on the shelf. What was once prized for a century of life (us and our objects) is now surpassed by immediacy, dreg, and convenience.

I lament. The modern collectible has no grounding or anchor. It exists on a whim. It moves with the quickness of an ocean wave. It rises out of nothing. And crashes just as swiftly. Here today. Gone tomorrow.

Shouldn't there be a law against this kind of stuff? Shouldn't that which is

collected on a secondary level be controlled by fashion and taste? Shouldn't transactions be approved by a more refined group of consumers? Can't we organize a fashion police? A commission of culture and taste? A copper of collectibles?

The answer is no. Despite my misgivings and mistrust, the market will someday regain its senses. Priorities will realign and order will reappear. The fad will have disappeared and the timeless will remain. Good taste, expert craftsmanship, and beautiful forms will once again hold their prominence. The only question is when?

Leon is a former resident of northern New Jersey living in Wilmington, NC. He can be reached at leoncastner@bellsouth.net.

Ralph Waldo Emerson Was Wrong

By Brian Kathenes, ISA CAPP

One of Ralph Waldo Emerson's famous quotes is: "Make a better mousetrap... (and) the world will make a beaten path to your door." Well, I'm here to tell you that Emerson is wrong. Here's my quote: "Unless the world knows you have a better mousetrap, and why it's better than the others, no one will even care where your door is."

There is no doubt in my mind (nor should there be in yours), that a professionally-trained appraiser is definitely the better mousetrap. Education sets trained and tested appraisers apart from every other appraiser in the world. So, if we have the better mousetrap (and we all agree we do), then why isn't the world beating a path to our doors?

They're not lined up at our doors, because our prospective clients have no idea that we have the better mousetrap, nor would they know why they should pick our mousetrap over all the others.

So whose fault is that? I believe it's yours, mine, and anyone else's who does not have all the business they want.

Don't blame it on the competition. Don't blame it on the economy or the government. Don't blame it on ISA, ASA or AAA. We need to take full responsibility for ineffectively marketing, promoting and selling our appraisal services.

Here's another thought: By not educating the public, we force them to select a less-qualified appraiser to fill their important needs. By not promoting our education and expertise, we allow the public to use a potentially inferior alternative to the most qualified appraisers in the nation. We shortchange both ourselves and the people who went somewhere else for appraisal services.

With your level of training and appraisal expertise, there is no acceptable reason that you should not have all the business and money you desire – Unless, you're not quite sure how to sell, market or promote your services.

Learning and applying the critical skills of sales, marketing and business development are imperative to your success. Knowing how to effectively sell appraisal services is very different and much more complex than selling products or commodities.

So here are two selling tips from National Appraisal Consultants' Turbo Charging Your Appraisal Practice seminar. These tips and secrets were also presented at the ISA Conference in San Diego California several years ago. If you attended that conference, they will be familiar to you.

1. Selling is NOT Telling

In order to properly serve your clients, you must know what they need and want. These two terms "need" and "want" are different, and in many cases mutually exclusive. It's your job to help a client understand that "what they want" may not be "what they need." The side bar inset on selling describes how we convert prospects to long-term clients.

SELLING

- Selling is Not telling.
- Selling is listening and understanding.
- Selling is trust and credibility.
- Selling is problem solving.
- Selling is consulting.
- Selling is a long-term partnership that you create between you and your client.

I'd be willing to bet that I charge more per hour than more than 98% of the appraisers in the US. I'd also bet that my average appraisal engagement is at least 50% larger than 98% of the appraisal engagements of other personal

property appraisers.

Our marketing and sales approach targets very specific, narrow markets, with highly specialized needs. We are constantly educating prospects and our existing clients. We continue to market, promote and actively sell our services to the people and companies that need and demand the highest quality appraisal and consulting services. And they are willing to pay for it. Our success, and yours, comes from the ability to actively listen to clients. The more we listen and the less we talk, the more likely we are to discover exactly what our clients expect. Active listening allows us to understand precisely what clients need to achieve their goals.

2. L.E.A.R.N to Sell

The L.E.A.R.N. Technique described below is an amazingly valuable method of gathering information and understanding the expectations, concerns and needs of your clients and prospects. It is also one of the most effective ways to for you to establish your credibility as a professional.

L.E.A.R.N.-ing to Sell Appraisal Services

LISTEN: Close your mouth and listen. DO NOT INTERRUPT!! Let them tell their story.

EMPATHIZE: Take time to understand their concerns. Ask open-ended, probing questions. Then let them know that you understand their feelings, concerns and desires.

ASK: Ask them what they need and want. Discover their expectations. Great negotiators always know what the other person wants. The only way to find out is to ask.

REASSURE: Reassure them that you will work with them to solve their problem. Your client must know that you have the knowledge, education, expertise and desire to help fill their need.

NEVER FORGET TO FOLLOW-UP: Pick a specific date when you will respond. Then stick to it. And, deliver on time or ahead of schedule.

You already have the better mousetrap. Using these proven sales and marketing techniques will help your target market find you and discover that you are the only reasonable choice when selecting a qualified appraiser. So, sweep the walk and clean up your office, because here they come!

Practice and use these proven techniques, then let me know how they worked for you. My e-mail is: Brian@NACValue.com
You can find more business development tips on my website www.BrianKathenes.com under "Tips of the Month."

Brian Kathenes, ISA CAPP, is the Managing Partner of National Appraisal Consultants, a firm specializing in personal property appraisal consulting, appraisal theory and litigation support. He has presented seminars and symposia for over 385,000 participants and clients including NAC's Turbo Charging Your Appraisal Practice with his partner Leon Castner, ISA CAPP AAA.

He is a consultant and on-air appraisal specialist on the Discovery Channel's POP NATION: America's Coolest Stuff, and co-hosts Value This! with Brian and Leon on WRNJ Oldies 1510 WRNJ.

He can be reached at Brian@NACValue.com or (908) 459-5996.

FOUNDATION NEWS

Greetings From The ISA Education Foundation

By Richard Casagrande, ISA CAPP

The Board of the Foundation is very pleased to announce that Logan Adams, ISA CAPP, and Sara Conklin, ISA CAPP, have joined the Foundation's Board of Directors. Both Logan and Sara are well known to ISA members and come with years of volunteer experience which will be put to good use as the Foundation grows both financially and as a granting organization over the coming years.

We are currently working on detailed job descriptions for Foundation volunteers and commissions and I met with Paul and Kathy Bailey in Seattle recently to develop procedures for memorial donations. Currently, the Foundation has in excess of \$40,000, some of which will be distributed in the form of scholarships over the next few months. Six scholarships, one for students, three for beginning appraisers and two for established appraisers were granted in the last granting cycle. The student scholarship was awarded to Kelli Diane Rule of St. Petersburg, Florida, who is a senior at the University of South Florida and who wants to become a fine arts appraiser. The new appraiser scholarships went to Christian Ortega of South Gate, California, Nadeen Forrest of Pepper Pike, Ohio, and Sherry Truhler of Alexandria, Virginia. Kathi Jablonsky in Rancho San Diego, California and Rebecca Nix in Windermere, Florida, received the experienced appraiser scholarships. Congratulations to the recipients.

The Foundation is in the process of establishing its own web site that should be operational by the end of summer. The site will be linked to the ISA site and will provide information about the foundation and its activities, including scholarships and the Fun'd Auction. The Board has decided to make some changes to the auction in Santa Fe. We plan to have a silent auction with donated items being on display for a couple of days where members can make bids. The silent auction will close on the evening of the ISA Banquet and on that evening, after the awards ceremony, a live auction will be held of a limited number of the best items donated. The change in the auction doesn't change the need for donations and the Foundation will be notifying ISA members soon as to how donations can be made in 2006.

The Board of the ISA Education Foundation wants to once again thank everyone who has supported us over the past months. We look forward with high expectations as the Foundation grows and further fulfills its goal of providing educational opportunities for personal property appraisers.

NORTHWEST CHAPTER NEWS

Dear Northwest Chapter Members and Friends:

The Northwest Chapter offers our condolences to Kay Hurd and her family in the loss of her brother, Everett S. Rosmith. Kay is encouraging all the fellows to get their PSA test. Her brother was only 59 years old. Our prayers are with the family.

In Memoriam

Susan Bickford, ISA CAPP, GG • Mill Valley, CA

C.D. Gallimore, ISA CAPP, CAI • Duluth, GA

Paul Rabe • Husband of Karen S. Rabe, ISA CAPP

Everett S. Rosmith • Brother of Kay Hurd, ISA

Donations IN MEMORIAM may be sent to

ISA Educational Foundation, Inc.

c/o Paul & Kathy Bailey

Antique Appraisal & Estate Sale Service

2727 Fairview E., #16, Seattle, Washington 98102

ISA Education Foundation, Inc. Scholarship Recipients Announced

By Leon Castner, Ph.D., ISA CAPP, Chair Scholarship Committee for the ISA Foundation Board

Congratulations to our recipients. Thank you to all our applicants. (We only wish more money were available.) Please consider us in May 2006 for next year's scholarships. You may apply as many times as you feel qualified. Here are the ISA Foundation Scholarship Recipients for the 2005/06 season:

STUDENT

Ms. Kelli Diane Rule

1939 New Hampshire Avenue NE
St. Petersburg, FL 33703

Kelli is a senior at the University of South Florida and seeks a career in fine art appraising.

NEW APPRAISER

Sherry Truhler

1670 Fitzgerald Lane, Alexandria, VA 22302

Sherry is a member of the National & Virginia Auctioneer Associations seeking entrance to ISA and/or other appraisal organizations. She plans on attending the ISA Core Course in November.

Christian Ortega

10527 Bryson Avenue, South Gate, CA 90280

Chris received his diploma from Florida Auction School two years ago and took the ISA Core Course in 2004. He is an ISA member and wants to take the Appraisal of Antiques & Residential Contents Course in October.

Nadeen Forrest

27975 Belgrave Road, Pepper Pike, OH 44124

Nadeen has taken the ASA Core Courses and has been appraising for only one year. She wants to become Certified in the field of Antiques and Residential Contents.

EXPERIENCED APPRAISER

Kathi Jablonsky

2650 Jamacha Road, Ste. 147, PMB 131,
Rancho San Diego, CA 92019

Kathi is an accredited member of ISA and an ASA member. She wants to take the ISA Appraisal of Fine Art Course.

Rebecca Nix

820 East Boulevard, Windermere, FL 34786

Rebecca is a candidate member of ISA and an antiques dealer. She does estate sales but wants to concentrate on appraising personal property. She plans on going back to college to receive a degree in Fine Arts.

OPINIONS, EDITORIALS, LETTERS TO THE BOARD

The ISA Report Writing Standard Is Out of Date

By John C. Craughan, ISA CAPP

Having recently completed a USPAP correspondence course and taken and passed the test, I have come to the conclusion that there are some major problems between the two standards. I have been a subscriber to USPAP and studied the personal property sections of the standard for some four or five years, but had never bothered to go through the other sections. Taking the course showed me there is guidance for most of the situations appraisers will run into regardless of their specialty. Unfortunately, I have found the ISA Report Writing Standard applies to some situations covering a small percentage of appraisers that work within a narrow client type.

There are many client types and functions that we will experience as part of appraisal practice. We also can see the many different specialties within our own society. A writing format that works well with antiques and residential contents may not work the same for functions in machinery and equipment or the gems and jewelry fields. USPAP does not specify the writing format that the appraisal is written in, only the information that is required. Under USPAP, appraisers are free to write reports in formats generally accepted by their industries.

Another issue comes with explaining the methodology and logic for the value opinion. USPAP always requires an explanation of how the value was determined. What was the approach, were other approaches used and if not, why? The logic for the value is required to be stated. Laundry lists delivered under the title of a summary report do not comply with USPAP. I have not found a clear statement in the ISA Report Writing Standard that requires the appraiser to state how they came to their value opinion in any format.

There are situations that do not require a formal report but still require a value opinion as part of the service. Suppose you are asked to decide which of multiple items offered for sale would provide the best buy for the client. USPAP covers the situation as Appraisal Consulting, which is covered in Standard 4 and Standard 5. It provides guidance for the required information to perform the service and the report writing standards necessary so as not to misinform any possible intended users of the report. If the client is the only user of the report, the appraisal can be done under the limited report writing standard. ISA does not address this situation directly but invents the verbal approximation of value to try to

cover it indirectly. Under ISA a verbal approximation of value is not an opinion of value which directly conflicts with USPAP. Under USPAP any value statement by an appraiser is an appraisal, and is subject to the requirements of USPAP.

Appraisal review is another area of USPAP that is not covered in the ISA Writing Standard. USPAP Standard 3 has to do with assessing the quality of another appraiser's work product. The ISA report writing standard does not address this at all. The issue comes up with the review of appraisal reports submitted for CAPP review. The review of these appraisals comes directly under the control of Standard 3 and since we are required to comply with USPAP by the ISA bylaws, the appraisals reviewed for CAPP are required to comply with both the development and reporting requirements set in that standard.

The ISA Report Writing Standard was written in the mid nineties and has not had a major rewrite since. There is no ongoing comprehensive review team in place nor is there any provision for public comment that updates the standard as necessary to fit new situations and requirements as appraisal practice changes over time. ISA relied on volunteers for writing the current standard and still relies on volunteers for updates and or expansion of the standard. USPAP has a system for change which involves public comment by appraisers and appraisal users. The system vets the proposed changes through experts and public comment. The system is ongoing and reactive to changes in appraisal practice through laws, regulations and societal expectations.

ISA needs to change its emphasis on compliance with an arbitrary writing standard and concentrate on certifying competence in all aspects of appraisal practice. Its time for ISA to join all the rest of the major appraisal societies and require USPAP training and testing as part of the accreditation process. ISA must also consider changing or abandoning its writing standard.

John C. Craughan, ISA CAPP is the president of Equipment Consulting Services, Inc. He serves as a member on several ISA committees and frequently contributes articles to the ISA forums and the PAIE.

If you would like to respond or comment on the following article in print, please send your article to the ISA Office at editor@isa-appraisers.org, fax to (206) 241-0436, or mail to ISA, 1131 SW 7th Street, Suite 105; Renton, WA 98055.

TAFAC Cooperative Project

By Fred J. Winer, ISA CAPP; Director, ISA BOD

Coincidentally, there is a dynamic project about to take place which relates to USPAP. The Emerging Issues Committee of the Appraisal Foundation Advisory Committee has formed an ad hoc committee of six personal property societies to create a USPAP course geared toward personal property appraisers.

Each of the six groups, including ISA, will appoint two members to assist in writing the new course which has the support of the Appraisal Standards Board of the Appraisal Foundation. The course writing meeting is scheduled for October in Washington, D.C.

ISA, ASA, AAA, and the other groups will be sharing their collective course knowledge and materials in a progressive and cooperative effort that would have been unheard of just a few years ago.

As progress is made, we will update the membership. In the meantime, feel free to email me at: f.winer@verizon.net with any questions.

Letters to the Board – We Want Your Input!!

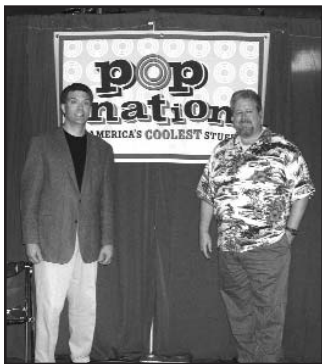
If you have a question or want a response to an opinion from our board of directors, please submit the question or opinion to the PAIE Editor as soon as possible. Your letters will be forwarded to the BOD. **The board does not respond to queries posted on the ISA Online Forum. If you would like a response, you must pose your questions in this venue, ISA PAIE.** Please include your full name, street address and daytime phone number. If you have questions about letters, please call (206) 241-0359.

Please submit your items to:
Editor – PAIE

International Society of Appraisers
1131 SW 7th St., Suite 105, Renton, WA 98055-1215
E-mail: editor@isa-appraisers.org

MEMBER NEWS

ISA Appraisers on Discovery Channel



ISA Appraisers Brian Kathenes and Al Wittnebert are appraisal specialists on "Pop Nation: America's Coolest Stuff," a new television series on the Discovery Channel.

Brian Kathenes is Pop Nation's Science Fiction and Technology Appraisal Specialist and Al Wittnebert is Pop Nation's Movie Memorabilia Specialist. Both men also serve as consultants for the show.

"Pop Nation: America's Coolest Stuff," which airs in October, celebrates America's love affair with pop culture. The show will explore the fascinating stories and colorful characters of pop-culture collecting.

At the same time, viewers not only relive the days of their youth, but get insight into the world of collecting and the money that can be made from the stuff in their own home.

"It's been an exciting project," stated Kathenes, Pop Nation's SciFi and technology specialist. "We've been to Baltimore and Austin and headed for Long Beach and Portland."

"We've seen some amazing things," says Al Wittnebert, Pop Nation's movie memorabilia specialist. "Don't miss this show!"

For more information visit:

<http://dsc.discovery.com/fansites/popnation/popnation.html>

ISA Member Speaks on Disaster Planning and Prevention

Cris Drugan, ISA AM, CIPM, has been invited to present a seminar on Disaster Planning and Response at the International Foundation for Cultural Property Protection's 7th Annual Convention. Convention dates are November 14-17, 2005, in Orlando, Florida. Additional information can be found at: www.IFCPP.com.

COMMITTEE NEWS

New Technology Committee Approved by Board

By Todd Sigety, ISA AM, Chair, ISA Technology Committee

During the August Board of Directors meeting, a motion was submitted and passed by the Board forming a new ISA technology committee. As personal property appraisers, we increasingly rely upon computers, technology and electronic commerce. In order to stay competitive in the ever changing marketplace, ISA and its members need not only stay current with the latest electronic trends and opportunities, but also move to the forefront of technology developments and personal property appraising. A dedicated group of ISA appraisers have been working diligently since Conference when board member Keith Ball called a meeting of interested members to pursue the formation and organization of a new Technology Committee.

The mission statement of the new committee is "To increase the profile of the International Society of Appraisers (ISA) through electronic means, to remain technologically current and competitive

within the marketplace while enhancing member benefits, information exchanges and services, and to raise funds through internet marketing programs for support of the ISA, the ISA website and ISA forums and to monitor and recommend state-of-the-art electronic technology which enhances member benefits and operational efficiencies."

In accordance with our mission statement, the committee hopes to recommend future web site and forum improvements, e-commerce opportunities and enhanced marketing and membership benefits. As Chairman, I hope to keep ISA membership informed of committee progress through the use of the ISA Forum and the PAIE. The committee is currently looking to increase its membership. If you are looking for a volunteer opportunity, enjoy technology based issues and wish to join the Technology Committee, please contact Todd Sigety at toddsig@attglobal.net

Antiques and Residential Contents Division News

By Sally Ambrose, ISA CAPP; Chair ARC Division

This will be brief, as what I need to tell you is included in the discussion of the ISA conference in Santa Fe. It is going to be a wonderful conference. Plan to be there.

The latest ARC news is that Linda McAdoo has come forward and will be chair of the Conference Greeter Committee. This is an important committee as those of you who are Greeters meet and welcome all our First Time Attendees to the ISA Conference. Linda will be contacting many of you to ask you to volunteer to serve as a Greeter.

What does a Greeter do? You will receive the name of a first timer and it will be your pleasure to meet and greet them and introduce them to our colleagues. It is always nice to follow up on the initial contact to make sure they get to the presentations and tours on time and in the correct location. Many of you have been Greeters in past years and enjoyed the experience. Linda will be contacting you as conference nears or you can contact Linda and volunteer to be a greeter. It really is fun to meet the enthusiastic first timers.

See you in Santa Fe!

Looking at Upholstery

By Logan G. Adams, ISA CAPP

If you have wanted to increase your comfort level when looking at upholstery and drapery applications, this series of articles may help. Analyzing upholstery and drapery treatments is not as hard as you might think.

Upholstery has long been a part of furniture. Fabrics and construction techniques have changed just as styles have changed. Fabric, construction, application and techniques all play a part in reaching accurate value conclusions. A working knowledge of how to recognize quality fabrics and identify what to look for in labor techniques are skills that are within your reach. Whether novice or expert appraiser, you may want to strengthen your abilities to judge the quality of work seen in the field. This knowledge will help in making identifications and value conclusions.

Many upholstery terms will sound familiar and are commonly used. However, it is a good idea to have a list of terms in mind to run down when making a thorough description of a piece. Understand that many terms will be the same for different furniture forms. Is it necessary to mention everything? Perhaps not. In appraising, the function will direct the necessary depth of the description.

Upholstered furniture can be custom-made, ready-made assembly line factory furniture, or reupholstered. Custom-made furniture is very expensive as it is designed to meet certain specifications designated by a designer or client. Ready-made factory furniture is produced in large quantities for the general public and can be found in a large range of prices. Some higher end furniture companies manufacture a product that can rival custom-made furniture in look and in price. Cheaper manufacturers staple wood frames together and often use zigzag springs without support webbing for seating. Particle board or plywood may also be used to cut costs. The look is sometimes more important than the construction or durability. The quality of manufacture may be difficult to ascertain in a piece that is "buttoned up," not allowing inspection of materials used. Reupholstery is an answer to update well-constructed furniture.

What are some things to look for in describing an upholstered piece? Start with an overview of the piece seen. The sofa or chair may be overstuffed or have the sleek lines of Danish Modern. The back and arms give the clues for this description. If the fabric has a pattern with a noticeable repeat, the pattern should be centered and matched.

Next, look at the back of the piece. Is there exposed wood on the crest rail? The back may have loose cushions or be referred to as tight with no loose cushions. A tight back may be smooth, diamond tufted or may have a sewn in pillow back. Loose cushions usually have a zipper. This zipper is for easy of insertion of the cushion by the upholsterer and does not mean that covers can be removed for washing. Any type of cushion can have a welt cord inserted in the seam line for a more finished look. Loose cushions should fit snugly without gaps.

Tight seating or loose cushions may have springs or foam cores. Hand tied coil springs denote more quality than zigzag springs. The most luxurious cushions may be a combination of feathers and foam, with the foam helping to retain the shape of the cushion.

Continue with a description of the seat and follow the same format. Is there exposed wood on the apron? Is the seat loose or tight? If loose, are cushions an "L" or "T" type? A three-cushion sofa may have a cushion with one "ear" next to each arm. These are referred to as "L" cushions. A chair cushion may have two "ears" resembling the letter "T." The seat cushion may also be diamond tufted.

The most expensive diamond tufting is pulled deep, folded in by hand allowing a finger to be inserted in the fold and takes more fabric to construct. Sewn in diamond tufting shows the seam line and is much less labor intensive. Both types of diamond tufting use buttons.

A dining chair can have a pad seat called a pull over and tack seat that is built directly on the frame or a slip or drop-in seat that is upholstered separately and then placed into the frame.

Look at the legs to see if they are exposed, fully encased in fabric or covered by a skirt. Parsons dining chairs often have long fully upholstered legs. A skirt may be straight, box pleated, gathered or made of long fringe. Generally, the straighter skirt is lined and is a more formal application.

Trims should be mentioned in descriptions. Are cushions finished with welt cord? Does the piece have expensive head to head tacks outlining the frame? Tacks can be spaced but they must be spaced uniformly. A less expensive application can be a continuous metal string resembling head to head tacks but in reality only calling for a real tack every tenth tack or so. Most decorative trims and fringes are expensive and can add greatly to the total cost of the piece.

An overview of drapery treatments will appear in the next issue of the PAIE.

PAIE Newsletter Ad Rate Schedule

Professional Appraiser's Information Exchange – ISA's quarterly newsletter directed toward the profession of personal property appraising.

Ad Size	Dimensions (W x H)	1 Issue (Base Price)	2 Issues (10% Disc.)	4 Issues (15% Disc.)
Business Card		\$100	\$180	\$340
1/8 Page	3.75" x 2.5"	\$150	\$270	\$510
1/4 Page	3.75" x 5"	\$250	\$450	\$850
Ad Size		1 Issue (Base Price)	2 Issues (15% Disc.)	4 Issues (25% Disc.)
1/2 Page	7.5" x 5"	\$400	\$680	\$1,200
Full Page	7.5" x 10"	\$700	\$1,190	\$2,100

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PAIE Can Do Your Ad Layout: The PAIE is sent to our printer in digital format. Therefore, your ad must be submitted in a software format we are able to support, or we would be happy to compose and design your ad copy at no extra charge.


If you do your own layout, PAIE would prefer that you submit your ad in PDF (portable document format). PAIE can also accept your ad in digital file formats of PageMaker, Microsoft Publisher, and Word.

Contact: If you are interested in placing an ad in the PAIE, please contact Jeanine Nicholls, Editor, at editor@isa-appraisers.org or by calling (206) 241-0359.

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Non-Appraising Related Complaints

By Jorge N. Sever

If you were unable to attend this year's conference, you certainly missed a terrific presentation given by Brian Kathenes, ISA CAPP, and Chair of the Ethics Committee. Brian's presentation focused on the procedures that ISA has in place to deal with complaints lodged against any of its members. The presentation covered the ISA bylaws provisions which empowered the ISA Ethics Committee and the parameters of the committee's work in relationship to specific complaints.

One of the distinctions that Brian emphasized is that the Ethics Committee is empowered to investigate and determine a resolution on complaints that reflect a member's violation of the ISA Code of Ethics. More specifically, the Ethics Committee is only empowered to investigate and act on alleged misconduct of a member in relation to the member's work as an appraiser. Article II – Members, Section 4.2 Sanctions – of the ISA Bylaws provides authority to the Ethics Committee in that it "...may suspend or expel a member... for a violation(s) of the ISA Code of Ethics."

However, there are times and circumstances when a complaint is lodged against an ISA member that does not invoke action by the Ethics Committee. For example, let us assume that a complaint is received that alleges a member has embezzled funds from their employer. Since the complaint focuses on alleged misconduct, but not while the member was engaged as an appraiser, the Ethics Committee does not become involved in the matter. Such complaints fall under the purview of the ISA Board of Directors.

Determining whether a complaint falls under the purview of the Ethics Committee or the Board of Directors is sometimes difficult to discern. Such determination is made with consultation of ISA's legal

counsel. If it is determined that the alleged misconduct falls outside the working parameters of the Ethics Committee, the complaint may be forwarded to the board of directors for disposition. If, after an investigation and possible formal hearing, the board determines that the allegations of misconduct are valid and sufficient in nature, the member may be sanctioned for cause. The board is empowered to act accordingly under Article II – Members, Section 4.1 Exceptions – of the ISA Bylaws, "...the Board of Directors may suspend or expel a member for cause..."

What exactly is "cause?" According to the Procedures Applicable to ISA Bylaws, Article II – Members, Section 4.1, "...the term shall be construed broadly by the Board in its sole discretion, and shall include without limitation, (i) any act that is not in full compliance with ISA's article, bylaws, policies, procedures, or other governing documents; (ii) any act that is contrary to ISA's goals, objectives, or interests; and (iii) any other act deemed detrimental to ISA."

One may ask, why such a fuss? What our members need to recognize is that ISA views all alleged complaints of member misconduct very seriously. Whether the misconduct occurs within the member's scope as an appraiser or whether the action has occurred outside those parameters, the misconduct reflects poorly on ISA as an organization and on each individual member of our society. The complaint resolution processes may be lengthy and are, for obvious reasons, handled with the highest degree of confidentiality. Yet, the process endures because maintaining high ethical standards is one of ISA's core values and it is one of the three principle foundations which support the organizational mission.

Provenance

By Vincent C. Rundhaug, ISA AM, GG

XYZ Corporation started out as a mom and pop venture and within fifty years became a recognized household name with stores in all the western states. During the appraisal process a question of provenance arose. Did this assignment possess the elements necessary to include provenance? Where does provenance begin and end?

In ISA curriculum, and other appraisal education programs, provenance generally is mentioned less than six times. And in the six times, twice is defined with the nebulous definition of "attribution of origin"... "owner effect"... "history of ownership."

As appraisers, we are cognizant of provenance and its importance to the assignment when apparent. Who can forget Jacqueline Kennedy-Onassis and the Simulated Pearl Necklace, pre-sale bid of \$500-700 (which I thought was high), hammer price over \$200,000!

So what, exactly, is provenance? It is an element to the authentication process and is generally associated with appreciable property. In essence, it is the background of the issue. Regardless, all items have provenance—some are marketable and others unmarketable. Marketable provenance originates mostly from three sources: Authorship – Oscar Heyman, Ownership – Onassis, and Public Cognizance – Judy Garland's "Ruby Slippers."

Authorship is not confined to a human being. The state or act of creating or causing is also attributed, but not limited, to nature. "Where was it found?" is an important question. An artifact or mineral specimen by itself has some value but give it a location and it will elevate its worth greatly.

Ownership, while obvious, must be looked at with caution. The Lesotho III diamond, while in the possession of Harry Winston, might

of had a retrospective appraisal value of \$300,000—but given the fact it was bought by Aristotle Onassis and given to Jacqueline as an engagement ring, we now have a hammer price of \$2-1/2 million dollars.

Public cognizance, in this author's opinion, is that collective pool where Authorship and/or Ownership can't attribute to provenance. It's not to say that provenance can't have all three elements. Items that generate that extrinsic value and element that gives meaning to the marketplace can come from exhibitions, media, memorabilia, etc. The fictional character, Dorothy in Wizard of Oz, wore "Ruby Slippers" which fetched \$165,000 in 1988 at Christies.

Provenance, when applied to the auction industry generally means Ownership. Outside that, everything else has "Attributions." In the appraisal industry, anything in the background that the market cares about is Provenance. If the market doesn't care, neither should we.

When considering provenance within the appraisal assignment, look to similar markets, auctions and motivations. When researching out this particular assignment, professionals who have handled similar high profile estates found that people would not pay more for the notoriety but, rather, flocked to see how the rich and famous lived. And, haggled over the sticker price. Communication with a notable auction house confirmed my clients name alone would not bring more to the hammer. In this appraisal, provenance came only from some of the jewelry authorship.

Remember... Research... Research... Research... and use Due Diligence.

Much of the above information was researched through <http://ais.polygon.net>

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ISA Members Due to Requalify by December 31, 2005

ISA requires requalification for Accredited and Certified designations every five years, with the first requalification due by the end of the fifth member year following award of the designation. If you think you may fall into this category, you are probably actively working on meeting your requalification deadline of December 31, 2005.

The effort you have put forth to achieve your designation has been an investment in your future. We would like to help you maintain this asset. Please contact the ISA office at Certify@isa-appraisers.org or at 888-472-2732 with questions or requests for a Requalification Information Packet. Following is an overview of the ISA requalification requirements:

General Requirements for Certified and Accredited Designations

- Earn 100 requalifying credits by completing approved activities,
- Pass the current requalification examination with a score of 75% or higher, and
- Submit acceptable documentation of completing these requirements by the requalification deadline date.

Activities Approved for Qualifying Credit

Following is a quick reference list of activities approved for requalifying credit by ISA. Please see the International Society of Appraisers Requalification Policy Guidelines that became effective as of October 1, 2001 for detailed information on each activity.

1. Attending courses and seminars relating to professional appraising or to specialty product knowledge.
1 credit per hour of instruction (50 min) for the following activities:
 - Classroom Instruction; Distance Education; On-site workshops; Hands-on training; College credit courses
2. Teaching appraisal or specialty related courses exceeding eight (8) hours in duration. Applies whether instructor wrote the course material or not. (Credit will be given only for the first time presented within each member requalification period, with a maximum of 75 credits in each requalification period per course.)
1 credit per podium hour (50 min)
3. Creating and presenting speeches or short seminars of eight or fewer hours in duration that relate to professional appraising and/or specialty product knowledge. (Credit will be given only for the first time presented within each member year.)
2 credits per hour of presentation (50 min)

4. Writing and publication of scholarly articles in recognized journals, magazines, trade papers. (Credit will be given only for the first publication of an article.)
Substantive articles on appraising or specialty • Up to 25 • Published article (1st pub.)
5. Authorship of independently published texts, books, substantive industry reference materials, Web sites and specialty guides recognized by the appraisal and/or specialty fields for their worth.
Up to 75 credits: Good – 25; Better – 50; Best – 75
6. Preparing formal, written, summary or self-contained appraisal reports in compliance with ISA Appraisal Report Writing Standards.
10 credits for a minimum of 100 billable appraisal hours per year. Maximum of 50 in 5 year requalification period.
7. Participating actively on teams that develop essential knowledge baselines for courses and examinations, doing substantive course and examination reviews and revisions, and otherwise participating in activities instrumental to enhancing knowledge and skill in appraising and/or specialty fields.
5 credits per documented activity. Maximum of 5 credits per year per activity.

Acceptable Documentation of Requalifying Credits

- Certificates or letters of completion or attendance showing dates, hours of educational activity, school transcripts, etc.
- Copies of school catalogs, programs, thank-you letters, advertisements, flyers pertaining to the offering of a course or seminar, plus the topic and an outline of the course or speech.
- Completed ISA standard form used for verifying attendance at qualifying credit activity completion.
- Cancelled checks/credit card receipts pertaining to the event attended.
- Copies of the articles, books, texts, price lists, or other publications submitted for publication credit. Full copies of all publications must be submitted for review by the appropriate division review team.
 - Members who are unable to produce any of the above documentation shall submit whatever they can that will document their completion of approved activities. The ISA Professional Development Team will consult with other entities as appropriate to determine acceptability.



Conference Tours, continued from page 1

Taos (8 hours) – Taos is a beautiful community located an hour north of Santa Fe. We will see Taos Pueblo, a continuously occupied pueblo since ancient times, the Millicent Rogers hacienda, a museum of Rogers' extensive collections of Pueblo and Navajo jewelry as well as traditional New Mexico Spanish arts. Includes guide, bus, Taos Pueblo entrance fees, Millicent Rogers Museum, and lunch at Doc Martin's. \$80/per person • March 30 • **Departure Time: 8:30 am–5:00 pm**

Georgia O'Keeffe and Museum of Fine Arts (2 hours) – Meet at the Georgia O'Keeffe Museum. Ellen Bradbury, O'Keeffe scholar and former Director of the Museum of Fine Arts, will meet the group for a private tour of the Museum of Fine Arts. After, walk with Ellen to the Georgia O'Keeffe Museum for another guided tour of the current exhibit, Ellsworth Kelly at the O'Keeffe, Living Artists of Distinction Series. \$35/per person (includes four-day Museum of New Mexico Pass) • March 31 • **Departure Time: 10:00 am–12:30 pm**

Shidoni Foundry/Photography Tour (4.5 hours) – Shidoni (a Navajo word used as a greeting to a friend) is a bronze art foundry, sculpture garden and gallery. Founder Tommy Hicks and his family came to Santa Fe in 1971 from Amarillo, Texas and joined a group of artists that wanted to create an art community in Tesuque. That project eventually fell through, but Tommy received enough capital to buy Shidoni's original buildings and acreage. The first bronze pours took place in an old chicken coop near the river. Thirty years later, Shidoni has taken its place in the small circle of internationally known foundries. There will be a guided tour of the foundry which will go through the process of the bronze pour. Following the sculpture garden, visit the former home and studio of Audubon photographer, Elliott Porter. This beautiful, recently renovated home is just up the street from Shidoni which houses incredible works of art and furniture as well as some sketches and photographs from Elliott Porter. The tour will conclude at the gallery of Scheinbaum and Russek LTD. Scheinbaum & Russek Ltd., have exhibited the works of over 300 national and internationally acclaimed photographers and Janet Russek assisted Elliott Porter in his work. Their relationship grew from the studio to the gallery. Scheinbaum & Russek are the exclusive representatives of the Beaumont and Nancy Newhall Estate and the Eliot Porter Estate. Stemming from their personal work with Newhall and Porter, they are able to share their personal experiences and in-depth knowledge. \$80 per person, maximum of 25 people. March 31 • **Departure Time: 9:30 am–1:00 pm**

Visit to 3 Homes of Collectors/Dealers of Decorative Arts

(3 hours) – This tour will comprise of visiting three homes in and around Santa Fe emphasizing the decorative arts. The first home is of artist/collector Ford Ruthling. Ruthling grew up outside of Santa Fe and studied privately with artist Randall Davey. Past curator of exhibitions at the Museum of International Folk Art, Ruthling's collection of decorative art is vast, located in Santa Fe proper amongst his extensive and award winning gardens. The second collector lives north of Santa Fe and is a former dealer in fine arts. Her home boasts 360° views of all the surrounding mountain ranges and her collection of fine and decorative arts should not be missed. The third collector was at one time a photography dealer and also has a wonderful home filled with beautiful furniture and art. (Last two collectors are pending confirmation.)

\$65 per person (maximum 25 people) • March 31
• **Departure Time: 9:30 am–12:30 pm**

Conference Speakers continued from page 1

Joan will be joined by Mike Bradford and his extensive southwestern jewelry collection. Mike has been dealing in jewelry and American Indian art for over two decades through his Santa Fe-based company, Moqui Trading Company (www.moquitradingcompany.com)

Mark Winter, Regional and Classic Navajo Weaving – Fine Arts and ARC. Mark Winter is the owner of Todadena Trading Post on the Navajo Reservation, and Relics of the Old West Trading Post in Santa Fe. His lecture will highlight "History and Development of Southwest Textiles: including Archeological, Spanish Saltillo and Rio Grande, Pueblo, and Navajo from 1000–1900 AD", demonstrating the textile arts of the Southwest culturally, historically, and visually thru examples. He will present guidelines for establishing values and identifying types.

Mark is an expert in the weavings of the Southwest and has probably presented well over a hundred lectures on the subject. You will find his energy for Navajo weavings infectious, and you will enjoy his rather unique sense of humor. Mark Winter will increase your comfort level considerably the next time you are confronted with a weaving from this region

Andrea Fisher, Matriarchs of Southwest Pottery – Fine Arts and ARC. *Note:* This will be ONSITE at her gallery, Andrea Fisher Fine Pottery, because of all the fragile pottery.

This lecture will be the first time ISA has gone off-site for a presentation. You will visit Andrea's gallery where you will see first hand the great works of the potters of the Southwest. Among these greats are Nampeyo, Tafoya, Maria, and Lewis. Andrea's gallery is a must for anyone stopping in Santa Fe who is interested in pottery. The gallery is three easy blocks from the Hilton.

Charles Carillo, Santos From Around the World – Fine Arts and ARC. We have found a true renaissance man in Santa Fe. He is a Ph.D. anthropologist, a teacher, and an artist. He is passionate in his desire to explore every nook and cranny of his field. This is Charles M. Carillo, one of the finest Santeros carving and painting today. What Charles will do is sort out all the confusion with santos, bultos, and retablos, and will provide guidance in determining origin and value. Charles will also lead the tour to Chimayo and will be in the Conference Activity Room for our first Conference series of "Meet the Author" for a book signing.

Todd Sigety, E-Commerce and the Appraiser; Marketing Your Business with your Computer – All Divisions. Electronic commerce can be defined as the system of standards by which organizations and consumers interact, communicate and conduct business transactions over networks and through computers. E-Commerce and the Appraiser will look into the marketing opportunities and promotional aspects offered to the professional appraiser through e-commerce and technology-based activities. Topics of interest will include the development and use of web sites, Internet advertising, e-mail database lists, forums, newsletters, blogs, in-house color printing and digital print on demand technologies.

Translated, this means he can help you make more money and have fun doing it. So don't be intimidated... this will be a session to benefit all levels of expertise. Todd will also be available in the Conference activity room for any follow up questions.

Leon Castner and Brian Kathenes, Turbo-Charging Your Appraisal Business – All Divisions. Leon and Brian plan to concentrate on the appraiser-client relationship in their marketing presentation. This will entail getting the client, keeping the client, and prospecting for new work with old clients. They will also cover troubleshooting client/appraiser problems and how to deal with them.

Governor and/or Mrs. Richardson will speak after the president to welcome ISA to New Mexico.



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 Phone: 888-472-4732
<http://www.isa-appraisers.org/merchandise.html>

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