

Good morning! It's been really good to see so many friends in person this week and I appreciate all of you here both in person and online. I think one of the positive things that has come out of the pandemic is our embrace of technology. Online platforms allow us to provide our membership with the openness and transparency that they desire. Openness and transparency that I've long advocated for in the Appraisal Institute.

We are here today to talk about two candidates and you have to select one. You have to select the candidate that you believe will best lead the Appraisal Institute into an era of growth and opportunity. I am the best candidate for that assignment and to tell you why I need to talk about my mission and vision for the Appraisal Institute.

My mission is to grow membership through appeals to diversity, lifestyle and earning potential. Institutions that focus on diversity and do it well are the successful institutions in our society. The Appraisal Institute is not sufficiently diverse. I'd like to follow the lead of our current president and board of directors and continue to focus on our diversity initiatives. Diversity initiatives that include a continuation of support to the Women's Initiative Committee, the University Relations Committee and raising the Diversity Panel back to full committee status. I also think we can improve our messaging about what a great, and lucrative, career appraising can be, especially if the appraiser is associated with a great institution like the Appraisal Institute.

My vision is to create an open, transparent, diverse, inclusive and welcoming Appraisal Institute that is at the forefront of appraisal techniques; that advocates for its members at all levels of government; and, who's brand and designations are recognized and respected as the best in the world.

So why am I the best person to do that? Because I have the experience to do the job. I've spent 3 consecutive years as chapter president because we didn't have enough designated members to fill the position. I could have walked away but I didn't because the organization needed me. I have 15 years of experience as regional representative. I have 5 years of experience on the national board of directors with 3 of those years serving on the Audit Committee. I've never missed a meeting.

I am the best person for the job because of my education. I've earned a bachelor of science degree in economics and a master of science in real estate appraisal and investment analysis. Both of those degrees were earned at the University of Wisconsin-Madison.

I am the best person for the job because of my willingness to work hard and ask hard questions. I don't shirk from my responsibilities and I always keep in mind the dues paying member that entrusts us to spend their hard-earned money wisely.

I've been asked to identify two current challenges that are important to the Appraisal Institute and the two that immediately jump to mind are member growth and diversity.

Growing the membership is imperative. A recent survey indicates that 64% of the Appraisal Institute's membership is over 55 years old and those members are overwhelmingly white and male. The two challenges I mentioned can be combined and solved by pursuing some of the initiatives that I've supported and that are now coming to fruition now.

The University Relations Committee will drive growth in membership and diversity. College students that are interested in real estate need to be made aware of the Appraisal Institute and the many benefits a career in appraisal can offer. Focusing on Historically Black Colleges and Women's colleges can help achieve our diversity goals.

The Women's Initiative Committee is another way to achieve diversity. I supported the creation of the Women's Initiative Committee because it provides a place for women to find support in the organization.

Membership growth and diversity can also be accomplished through scholarships offered by the Appraisal Institute's Education and Relief Fund. I've continually promoted these scholarships during my service on the national board of directors.

Finally, I've been asked what specific experiences I bring that will make the Appraisal Institute a stronger, more effective organization.

My experience serving on the national board of directors contributed to the anticipated completion of a strategic plan for the organization at this board meeting.

My experience serving on the national board of directors contributed to the anticipated creation of compensation and benchmarking committees at this board meeting.

My experience serving on the national board of directors contributed to creating the Woman's Initiative Committee.

My experience serving on the national board of directors tells me that I need to strongly encourage the board to elevate the Diversity Panel to committee status.

My experience serving on the national board of directors tells me that we need an online customer service survey because as former president Scott Robinson would say - feedback is a gift

My experience serving on the national board of directors caused me to support the Residential Round Table through financial donations from my region.

My experience serving on the national board of directors enlightened me on the importance of LDAC. I've always been a supporter with donations from my firm and by teaching classes in Wisconsin pro bono to defray the expense for attendees. I will continue to support this program.

My experience serving on the national board of directors tells me we need to take the lead with the Practical Applications of Real Estate Appraisal. We need to be at the forefront where people enter the profession to create stickiness between AI and those that use PAREA to gain experience.

My experience serving on the national board of directors tells me that with a new board of directors every 24 months, the Appraisal Institute needs continuity and experience in leadership. The best way to achieve that continuity and experience is with someone who has had that experience.

My experience serving on the national board of directors strengthens my support for the University Relations Committee. I supported its creation and I can help with its outreach. My former classmates chair some of the most prestigious real estate programs in the world: Elaine Worzala – Chair of RE at GW University; Richard Green – Chair of the USC Lusk Center for RE; and, Mark Eppli – Director of the Graaskamp Center for RE at UW-Madison. I will reach out to them to assist in the efforts of the URC.

My experience serving on the national board of directors, combined with my commitment to openness and transparency, has given me the idea to bring the board of directors to the members. There is no reason we can't hold board meetings in different regions.

My experience serving on the national board of directors and particularly the Audit Committee has required me to work closely with the chief executive office, the chief legal officer as well as his team and outside legal counsel, the chief financial officer, the independent auditors, as well as many different department heads.

Finally, my experience serving on the national board of directors tells me that we need to seek cooperation between appraisal organizations, maintain good relations with The Appraisal Foundation, **help the residential appraiser** and above all put members first.

What I've learned from my long service to the organization is that at times I have to temper my entrepreneurial instincts and seek collaboration to take good ideas and implement them to help our members.

I am grateful for this opportunity and so many others I've been afforded while serving the Appraisal Institute. I've had a wonderful time volunteering for this organization. I've met interesting people and made what I know will be lifelong friends.

Years ago, I had to take an elective to fulfill a social science requirement. I choose to study educational psychology for a semester. It was at that time I was introduced to the works of Abraham Maslow. Most of you know Maslow because of his hierarchy of needs but that's not what stuck with me. I remember reading one of his quotes that said that at any given moment we are all faced with two choices.

Step forward into growth or step backward into safety.

The decision you have today is the same one that the National Nominating Committee had in May. I urge you to vote for me and step forward with me to work together and grow this great organization. I urge you to reinforce the NNC's selection.