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**Zoom and Live Events**

- Board Meetings:
- July 21
  - August 18
  - September 15

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**PRESIDENT'S MESSAGE**

Dear Members,

As I reflect on the past two years, I would like to thank Christine Thomson Lee, ASA, our immediate past president and all of our ASA Board members and Discipline Chairs for their extraordinary service to ASA-LA...especially through unprecedented challenges imposed by the pandemic.

As we move forward, we remain cognizant of ASA's core messages to the public and users of valuation services, which in simplest form are:

- Hire an accredited appraiser for valuation work.
- ASA accredited valuation experts are the best because of their training, ethics and experience.

How do we nurture and promote this...our *brand*? Economic conditions, jobs, company affiliations and titles may change over our professional careers, but ASA's contribution to the profession...and the public trust...remains a constant. Revisiting how we might more effectively market this message will be a priority.

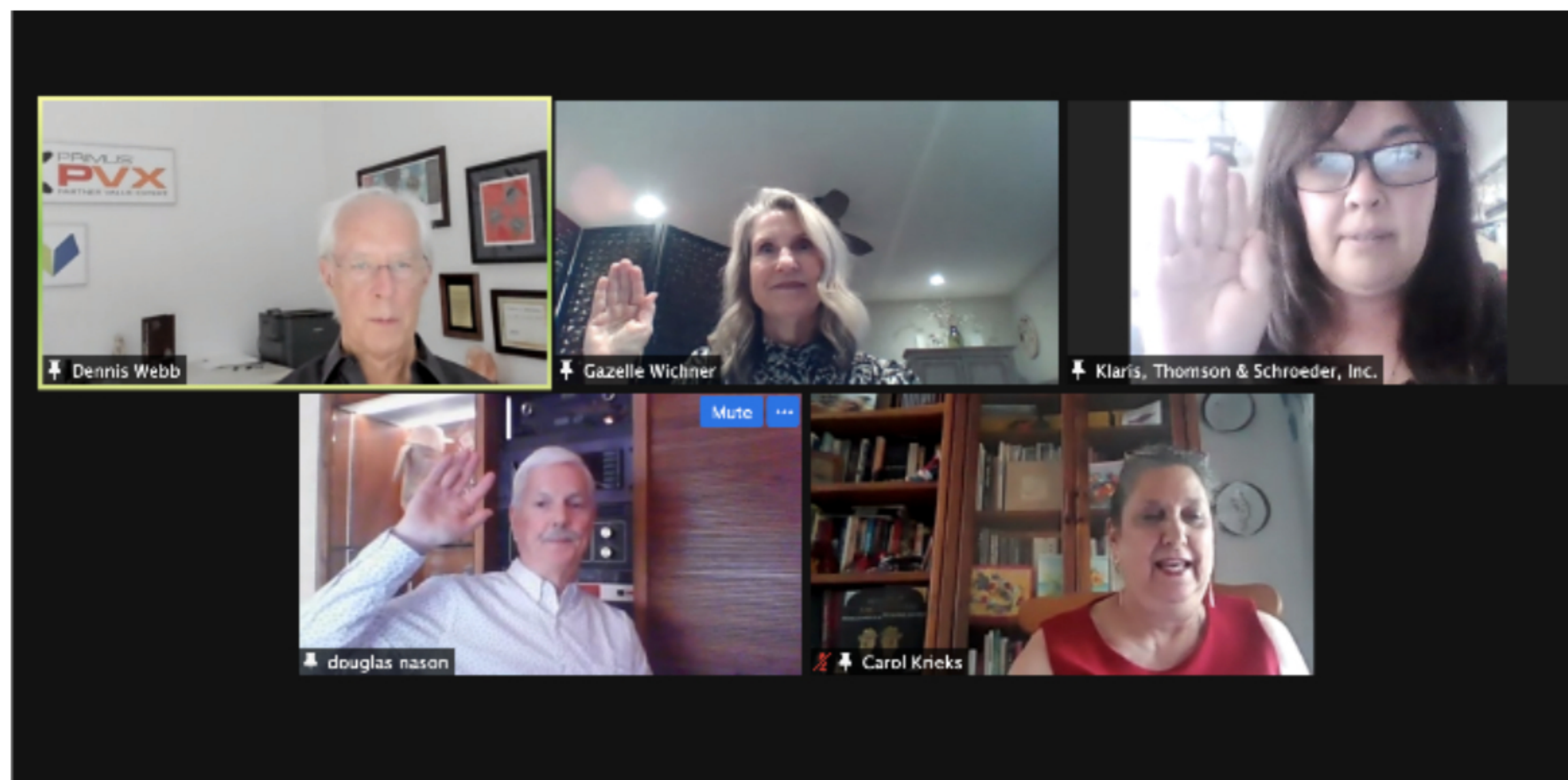
In the coming year, we are planning both virtual and in-person events to educate, inform, and, yes, even inspire. Through our multi-discipline focus, in the past year we have hosted virtual 'happy hours' where we were able to connect over an array of topics such as the valuation of fine wine, local architectural history, secrets behind the Magic Kingdom, as well as insights from our national leadership on chapter and government relations. We are in the process of developing programs on a virtual platform that will also provide an opportunity to collaborate and network with other chapters and organizations, and the myriad of individuals and professionals who are the users of appraisal services. Beyond virtual, we are looking forward to hosting an in-person event this fall to reconnect with fellow members and to open our doors to potential new members, and even those who might be thinking about embarking on a career in valuation.

Stay tuned for more information on upcoming education and events, and please feel free to reach out with your ideas and suggestions for future offerings that would be of interest to the membership.

Meanwhile, I wish you all a safe and enjoyable summer, and see you in the Fall...

All best,

Gazelle Raye Wichner, ASA  
President, ASA-LA



**ASA LA Chapter Officers for 2021-2022**

Thank you to all who attended and spoke during the June 16th installation of officers over Zoom. It was an unusual way to induct and celebrate our new board, but we are looking forward to having in person meetings and programs soon! Congratulations to our new chapter officers:

- President: Gazelle Wichner, ASA
- Vice President: Douglas Nason, ASA
- 2nd Vice President: Carol Krieke
- Treasurer: Patricia A. Thomson Graham, ASA

**IN THE NEWS**

**Future Programs**

2021 - 2022 program topics include:

- ArtCurious with Jennifer Dasal: exploring the unexpected, the slightly odd, and the strangely wonderful in Art History (Zoom)
- In person Happy Hour
- Counterfeits, Forgeries and Fakes
- Charitable Contributions and Donations
- Market Trends
- Going Concern
- Zoom Happy Hours: Olive oil tasting, Chocolate tasting

We are taking suggestions for future programs and webinars. If you would like to submit an idea, please contact any Board Member to discuss (contact information listed at the bottom of the newsletter).

**Going Concern (GC) Specialty Program**

ASA is now offering the profession's only specialty designation in Going Concern Valuation. This specialty is designed for those appraisers who value complex commercial real estate with a business component, such as car washes, fueling stations/c-stores and lodging properties on a regular basis. Appraisers in this specialty have the knowledge and understanding of when (and when not) to properly allocate/segregate the value components as required by lending institutions, and the ability to analyze their effect on value as required by USPAP.

ASA's **Going Concern Program** is comprised of two courses (RP401, Allocating Components in Going Concern Appraisals and RP400, Going Concern Appraisals Case Studies Appraisals) and was developed in response to requirements impacting SBA-backed business loans and moves by financial institutions, both of which have provided new opportunities for ASA-designated appraisers who specialize in Going Concern Appraisals.

**Member Advancements**

Congratulations to the following members:

- Christopher Chung, ASA - MTS
- Meera Daya, AM - BV
- Gregg Johnson, ASA - BV
- John Lee, ASA - MTS
- Dennis Perrone, AM - BV
- Peter Singer, ASA - BV

**Opportunities**

Justin Kane emailed members regarding a television production company in search of African American personal property appraisers. If you are interested, please contact Josh Jacobius at [josh@glassmanmedia.com](mailto:josh@glassmanmedia.com).

**Newsletter and Facebook**

Excited about upcoming events or talks related to your discipline? Send us the details and we'll include it in next month's newsletter along with posting it on our Facebook page. Please email it to: [info@appraisersla.com](mailto:info@appraisersla.com) or [cronkvukovic@appraisersla.com](mailto:cronkvukovic@appraisersla.com)

**Opening on Chapter Board**

The Secretary position on the board for 2021-22 is open. This is a great opportunity to get involved with your local chapter, while gaining experience serving as a board member. Since we are now meeting via Zoom, monthly meetings are easier than ever to attend. If you are interested in volunteering, please contact Cindy Cronk Vukovic at: [cronkvukovic@appraisersla.com](mailto:cronkvukovic@appraisersla.com)

**MARK YOUR CALENDARS**

- Board Meeting over Zoom Dates:**
- Wednesday, July 21, 8am - 9am
  - Wednesday, August 18, 8am - 9am
  - Wednesday, September 15, 8am - 9am

**CURRENT LOS ANGELES BOARD:**

- President: Gazelle R. Wichner, ASA (RP), [gazellewichner@gmail.com](mailto:gazellewichner@gmail.com)
- Vice President: Doug Nason, ASA, [nasond@wellsfargo.com](mailto:nasond@wellsfargo.com)
- 2nd Vice President: Carol J. Krieke, (GJ), [joy.works@outlook.com](mailto:joy.works@outlook.com)
- Treasurer: Patricia A. Thomson Graham, ASA (RP), [ktsinc@verizon.net](mailto:ktsinc@verizon.net)
- Secretary: Open Position
- Executive Administrator: Cindy Cronk Vukovic (PP), [cronkvukovic@appraisersla.com](mailto:cronkvukovic@appraisersla.com)