

ISSUE 4

November 2013



### Inside This Issue

- [President's Message](#)
- [New Candidates and Advancements](#)
- [2014-2015 USPAP](#)
- [Recap Behind the Scenes Tour](#)
- [Two ASA Mini Conferences - March 2014](#)
- [Members In The News](#)
- [2013 ASA International Appraisers Conference](#)
- [Success with LinkedIn](#)

- [Upcoming Programs](#)
- [Additional Links](#)
- [Tax Tips](#)
- [Like Us On Facebook](#)

## **President's Message**

As the Thanksgiving holiday draws near we reflect and give thanks to you, our members, for your association in the Los Angeles Chapter. The chapter is here for you and we strive to provide you with relevant educational and professional opportunities.

In that spirit we would like to invite all candidate members to a special meeting we will be holding on December 11<sup>th</sup> at the Westin Bonaventure Hotel. This informal meeting will gather candidates and senior members to answer questions and address issues related to advancement. If you have questions or need assistance with advancement this meeting is for you.

Immediately following the candidates meeting we invite all our members to join us for our Holiday Reception. Come on out and enjoy the company of colleagues as we celebrate the holiday season. For more details see the Events section.

On behalf of the Los Angeles Chapter Board of Directors, I extend to you our thanks for your membership and wish you and your families a very happy Thanksgiving season.

Best wishes,

Analee McClellan, ASA

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## **New Candidates and Advancements**

### **Candidates:**

In order to obtain a designation, Candidates are required to pass their discipline's Principles of Valuation (POV) courses (usually a series of four courses building on appraisal theory and practice), a specialty or comprehensive exam (if applicable to their discipline) and/or they must

possess an appropriate acceptable equivalency with a participating organization. Candidates may apply for a designation with ASA provided that they have the appropriate number of years of appraisal experience and have met all other discipline requirements. Those applying for the Accredited Member (AM) designation must have at least two years of full time appraisal experience and those applying for the Accredited Senior Appraiser (ASA) designation must have at least five years of full time appraisal experience.

**Ms. Maria Cristina Pineda (BV)** – Ernst & Young, LLP,  
1304 West 2nd Street, Unit 320, Los Angeles, CA 90026  
(682)553-1147, [mcpineda@gmail.com](mailto:mcpineda@gmail.com)

**Mr. Bradley Thompson Sharp (BV)** – FTI Consulting, Inc.,  
4166 Ellenita Ave, Tarzana, CA 91356 (310)497-0795,  
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### **Advancements**

Accreditation in the American Society of Appraisers is based on appraisal education, experience, written examinations and submission of acceptable appraisal report(s).

#### **Accredited Member (AM) or Accredited Senior Appraiser (ASA):**

Having completed the requirements for accreditation and upon approval of ASA's Board of Examiners, a Candidate will advance to an AM designation or, with more appraisal experience an ASA designation.

**Mr. Timothy J. Blackmer CPA/ABV, CBA, ASA (BV - Intangible Assets)** – 16618 Wilton Place, Torrance, CA  
90504-2241 (310) 562-7034, [tblackmer@blacmercpa.com](mailto:tblackmer@blacmercpa.com)

**Ms. Xiliary Twil ASA (PP) Fine Arts** – Art Asset  
Management Group Inc., 432 Curson Ave #10M, Los  
Angeles, CA 90036 (310) 991-8945,  
[art@artassetmgtgroup.com](mailto:art@artassetmgtgroup.com)

**Mr. Tsung-Ying "David" Chuang, ASA (BV)** – Duff &  
Phelps, 11301 W, Olympic Blvd. #439, Los Angeles, CA  
90064 (626)510-4159, [david.chuang@duffandphelps.com](mailto:david.chuang@duffandphelps.com)

**Mr. Joseph Emanuele, ASA (BV)** - Emanuele Valuation,  
29462 Elba Dr., Laguna Niguel, CA 92677 (949)542-7249,  
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**Mr. Paul Golubovs, ASA (PP Fine Arts)** - AAA Appraisal  
Service, 9974 Scripps Ranch Blvd #33, San Diego, CA 92131  
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## **2014-2015 USPAP**

The updated Uniform Standards of Professional Appraisal Standard has been released and is available for purchase. The following 20 minute video has been provided by the Appraisal Foundation regarding the updates.

You can view at your convenience at

<https://netforum.avectra.com/eWeb/DynamicPage.aspx?Site=TAF>.

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## **Recap of Behind the Scenes Mural Conservancy Tour**

By Brooks Rice

On October 26th, the Los Angeles Chapter hosted another successful installment of the Behind the Scenes series with a private walking tour of several historic murals in downtown Los Angeles, presented by the Mural Conservancy of Los Angeles (MCLA).

The exclusive tour was lead by Isabel Rojas-Williams, Executive Director of the Mural Conservancy of Los Angeles and her colleagues, Milca Adamczyk and Jacqueline Ayala.

The tour began in the Plaza Olvera near historic Olvera Street and included a discussion of each mural viewed including Leo Politi's 1974 mural, Blessing of the Animals, Richard Wyatt's 1996 mural City of Dreams/River of History located in Union Station, as well as two recently restored murals, Going to the Olympics 1984 by Frank Romero and Glenna Avila's L.A. Freeway Kids 1984, both located on the 101 Hollywood Freeway. The final stop on the tour was a rooftop viewing of the reawakened 1932 landmark mural by David Alfaro Siqueiros, América Tropical.

The tour was an excellent opportunity for the attendees to get an up-close view of these remarkable Los Angeles monuments along with the expert guide of Ms. Rojas-Williams. The event was well attended by ASA appraisers of different disciplines, as well as family and friends, art history students and professionals in the art world.



Viewing the mural "Traveler", 1991 by Terry Schoonhoven



The tour began at the El Pueblo de Los Angeles Historic Monument on Olvera Street

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**Register Now! [Two ASA Mini Conferences](#)**

Two excellent conferences have been planned for March 5-8, 2014 in San Francisco

The first, *How to be a Successful and Effective Expert Witness*, is an intensive two-day expert witness program developed especially for ASA in collaboration with Jim Mangraviti, Esq. and SEAK, one of the nation's leading expert witness trainers. This program is appropriate for appraisers of all disciplines. BREAC credit approved. SEAK's training courses typically cost \$1,299.00 but is offered through ASA at an incredible early bird registration cost of \$695.00.

The second program, *Personal Property Issues and Insights*, will focus on connoisseurship topics and highlight a number of tours of San Francisco treasures. Registration is \$250.00 for this program.

Register for both programs and receive an additional discounted registration rate.

A special rate of \$169.00 per night has been blocked off at the iconic Sir Francis Drake Hotel right at Union Square - reserve your room while supplies last.

Register now at: <http://www.appraisers.org/Events/asa-mini-conferences>

Link: [Conference Information](#)

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## **Members In The News**

National Geographic - November 7, 2013

### **Jewel of an Idea: Helping Tanzania's Gems Benefit Tanzanians**

There are areas of Tanzania where some people live on less than one dollar a day. Yet one area where the country has great potential for wealth: gemstones. [East Africa's geology](#) has made Tanzania one of the best places in the world to find rare gems, especially opals, sapphires, and rubies.

Much of that wealth, however, leaves Tanzania when the gems are shipped overseas to Asia to be cut, which means that Tanzania doesn't see the full value of its lucrative resources. Before leaving Tanzania, we caught up with Charles Carmona, a U.S.-based gemologist working to

change that. [[Click here to read the full article.](#)]

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## **2013 ASA International Appraisers Conference**

by Susan Yackley, Candidate Member

As an ASA Candidate, and a 2012 graduate of the UC Irvine Personal Property Appraisal classes, I recognize the importance of continuing my education. One of the best places to do that is at the annual ASA International Appraisers Conference. This year's event was held in San Antonio, Texas, and for four days, 800 appraisers of all disciplines met to listen, learn, eat, bid on auction items, network, share information and, for a break in the proceedings, enjoy a leisurely boat ride down the San Antonio River Walk that was right next to our hotel!

As one of the approximately 100 personal property appraisers, my favorite sessions included Peter Zeihan's Geopolitical and Global Economics history and forecast keynote presentation, a great timely panel featuring our own Nancy Escher on Issues of Authenticating Art, important and intriguing issues when Deconstructing a Collection, great insights into What's Going on in the Chinese Art Market, and a Sonnebend vs. IRS Case Study by LA's own Holly Mitchem. Helpful classes included Report Writing, When Disaster Strikes, and the Appraiser's Toolbox. A session on Texas Regional Artists was wonderful, and it made me miss the field trips that are sometimes available at such conferences.

Networking, of course, is one of the best reasons to attend a conference. Sometimes we just need to get out of town so we are not distracted by our daily work and rituals, and because of that I got to spend a lot of time with many local friends from Southern California. But I also continued to build relationships with people from around the world, and to get to know their specialties, their successes, their concerns, and their points-of-view. The conference is a great way to build a support system, in this, a most collaborative profession!

The 2014 conference will be held September 14 - 17 in Savannah, Georgia. I plan to go again!

LA Chapter members were well represented in conference sessions,

participating in forums during educational sessions at the  
2013 Annual Conference in San Antonio, Texas.



Patrick Ela, ASA serves as chair of the Personal Property Committee, pictured here with Dessa Goddard of Bonham's Auction who gave a presentation on Asian Art.



Chapter member Nancy Escher, ASA sat on a panel regarding authentication issues. Pictured with her is Aaron Milrad of the Art Loss Registry

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## Success with LinkedIn

by Steven Davis, ASA

With the Internet all a-twitter over the buzz generated by the social media



sites and their postings, the professional is left wondering where the platform for interaction with like-minded or similarly-involved fellow professionals may be. Enter Linked In, the no-nonsense site for business and career professionals. Linked In provides the platform for professionals to make their presence known and available as well as search for professionals whose help is needed to complete an ongoing project.

As with any tool, instructions for use are required along with training and practice. The more utility a tool has, the greater the need for instruction in uses as well as multiple training sessions to achieve proficiency and thereby the maximum benefit available. To assist ASA Chapter members with obtaining the best value and utility from their Linked In site, Jeffrey Gotro, PhD conducted a two hour seminar in development and use of Linked In at the Los Angeles Chapter of ASA International's monthly meeting on October 30th at Seasons 52 Restaurant at the South Coast Plaza.

Dr. Gotro , CEO of InnoCentrix and 25 year veteran of the Polymer Industry who works as a consultant and expert witness, shared with the group what he learned in his ten years as a Linked In site member, having been one of the first users of the site and its services. What was particularly helpful was the insights he shared about the wording of the site profile's summary statement and how the proper use of key words that are particular to the site user's profession are crucial in obtaining the necessary recognition for the professional services the site user offers.

Other site development tools included linkages to websites the user may already have, as well as a Web Log (blog) where articles that are of particular interest to the site user can be posted. The Linked In "Share" application can also be used to broaden the knowledge base of the site user's field of endeavor by giving to the field some of what the site user has learned.

The possibilities for collaboration are seemingly endless, and the broadened knowledge base has resulted in advances in professional endeavors that would otherwise have been possible prior to an internet capable of supporting such interaction. For the professional who has worked alone because the search for professional assistance with the task at hand was so difficult and time-consuming, with the internet finally

coming of age we can truly success with LinkedIn.

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### **Upcoming Programs**

- **November 20, 2013** 2:00 pm  
[Norton Simon Tour](#)
- **December 11, 2013** 4:00p - 5:30p  
[Candidates Night](#), Westin Bonaventure Hotel.  
Candidates Members are invited to attend a special meeting prior to the Holiday reception.
- **December 11, 2013** 5:30p - 8:30p  
[Holiday Party](#) - Members and their guests are invited to join us on December 11, at the Westin Bonaventure Hotel, for an evening reception with good food and camaraderie.
- **December 12, 2013** 10:00a - 2:00p (PST)  
WEBINAR - Advanced Workshop on Fractional Interest Value  
Presented by Dennis Webb, ASA and BVResources  
For more information and to register go to:  
[www.BVResources.com](http://www.BVResources.com)
- **January 22, 2014** 5:30p - 8:30p Save the Date!  
Economic Forecast with UCLA Anderson Forecast Senior Economist Jerry Nickelsburg.

Please visit our website for additional details and to register:  
<http://www.appraisersla.com>

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### **Additional Links**

- [American Society of Appraisers \(ASA\) Website](#)
  - [American Society of Appraisers \(ASA\) Educational Page](#)
  - [Los Angeles Chapter ASA Leadership Page](#)
  - [IRS](#)
  - [Appraisal Foundation](#)
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## **TAX TIP: Order 1099 Forms Early**

It's that time of year to think about tax preparation for 2013. For those of you who hire independent contractors, you must provide a 1099 form to those paid \$600.00 or more, by the end of January 2014.

1099 forms are available free from the IRS, and you can order on-line.

Help the people who help you during the year by preparing their tax information on time and sending out your forms early.

Check with your tax preparer ahead of time to make sure you order and complete all forms correctly.

<http://www.irs.gov/Businesses/Online-Ordering-for-Information>Returns-and-Employer>Returns>

Make sure to order a Form 1096 Annual Summary and Transmittal of US Information Returns. Instructions are included with each form you order.

Order now, and avert being one of those people scurrying about the office supply stores in late January trying to find forms that you could have had for free.

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## **Like Us On Facebook**

The Facebook page for the Los Angeles Chapter is up and running! You may already follow the ASA's official Facebook page, which always has informative articles and current class/conference schedules. We are focusing on regional and local events as well as posting articles of interest to all disciplines. The Chapter's Facebook page is a great way to stay up to date on our activities. We need your help. Members of all disciplines are encourage to submit links and information to our Communications Chair, Cindy Cronk. Follow us by searching for "American Society of Appraisers, Los Angeles Chapter" on Facebook or by this link: <https://www.facebook.com/appraisersla> Be sure to click on the "Like" button and add us to your "Interest Lists" by clicking on the arrow next to the gear icon. This will ensure that you receive all of our postings in your news feed.

[< Jump to top >](#)

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