

Philadelphia Metropolitan Chapter

Volume 10 Issue 2

A Message from the President

Robert Lagreca, SRA



(L) Phila. Metro President Robert Lagreca with (R) National President, Stephen Wagner.

As we conclude 2019, I would first like to thank the membership for allowing me to serve as your President of the Philadelphia Metropolitan Chapter. Throughout the course of the year, we have had several major accomplishments that lead me to characterize the year as another successful one for the Chapter.

We successfully implemented National's required Chapter Financial Management & Administration Policy (CFMAP), minimizing any monetary risk to the chapter. We have also transitioned with little disruption to the new Association Management System (AMS) put into place by National. In addition, the Board approved the adoption of the current National template for the Chapter website, with a hopeful roll-out of early January. These three tasks will keep us current on the technology end of things!

Our Chapter also saw a stellar year in terms of educational offerings. Rick Hideck, with help from his Education Committee, set an ambitious education schedule this year consisting of two general education, one advanced, and six homegrown courses. Our education committee knocked it out of the park with amazing national speakers for our 5th Annual Real Estate Trends Seminar and a top-notch fall panel featuring a mix of political/business/real estate heavy hitters.

Another committee of note this year is the Candidate Guidance Committee, led by Ed Falkowski. Ed details his programs and successes in the article below, but we are thrilled by his initiatives to increase the number of student affiliate memberships in our chapter and are looking forward to developing meaningful connections with these young hopeful real estate appraisers.

I am pleased to hand the reins over to John Crognale, He will lead the Chapter next year, continuing some of our current initiatives and adding new ones into the mix.

It has been a pleasure to serve as your President this year. I have been able to build stronger relationships with members and work alongside talented and dedicated officers, directors and committee Chairs. Thank you for a truly wonderful year and I extend my best wishes for a healthy and happy 2020!

Holiday Party & Installation of Officers

On December 3, 2019, our membership convened at Sandy Run Country Club in Oreland to celebrate another great year.

While the food and drinks are always appreciated the favorite events of the night honor our outstanding members. Receiving the MAI designation was Teresa Hoberg, and receiving the AI-GRS was Blair Bates.



(R) Teresa Hoberg receives her MAI certificate from Robert Lagreca, Chapter President and National President, Jefferson Sherman.

(B) Blair Bates receives his AI-GRS designation.



In addition, the Chapter awards were presented to two extremely deserving individuals. Paul Leis took home the Felice A. Rocca Jr. Memorial Award. The Harrison Winder Memorial award was presented to Louise Jeffers.



(R) Paul Leis addresses the crowd upon receiving the Rocca Award.

(L) Louise Jeffers, Harrison Winder Award winner, poses with Chapter President, Robert Lagreca with her award.

The evening concluded with remarks from incoming National President, Jefferson Sherman. The officers and directors for 2020 were also installed.

Annual Real Estate Power @ The Pyramid Club: January 23, 5:30-7:30 pm

The Chapter has teamed up with several other real estate organizations in the area to be a part of this exciting networking evening. (Please see flyer attached at the end of the newsletter for full details).

This event is free of charge, but reservations must be made through Tiffany Lewis at contact@aiphilametro.org

Education 2020

Rick Hideck, MAI

Save the date for our 6th Annual Real Estate Trends program on Friday, May 8 at Villanova University. Last year, we were able to secure experts from our area as well as leading experts from all over the country. This was made possible by our 5 generous sponsors, Integra Realty Resources, OceanFirst Bank, 1031 Corp., Cushman & Wakefield, and CBRE. We were privileged to partner with them on this successful seminar.

We are currently working hard to select exciting topics for 2020. If you any ideas or leads on topics/speakers, I would love to speak with you! Please email rhideck@valbridge.com.

We will continue to add courses to the 2020 calendar as the year progresses but we need to hear from you! A trainee survey will be distributed soon, as we evaluate the needs of our members. If there are specific courses you need, please email the chapter at contact@aiphilametro.org and let us know!

2020 Education Schedule

Advanced Market Analysis, Highest & Best Use: January 13-17, 2020; Willow Grove

USPAP: February 7, 2020, 8:30-4:30 pm, Fort Washington

6th Annual Real Estate Trends: May 8, 2020, 8:30-5 pm, Villanova University

Registration is open for Adv. Market Analysis and USPAP! (Real Estate Trends will be coming in 2020!)



Candidate Guidance Update

Ed Falkowski III, MAI, SRA

The Candidate Guidance committee has substantially increased its efforts to reach out to the "Next Generation" of appraisers – University students. In those efforts, we have made presentations and guest lectured to real estate classes at both Temple University and Saint Joseph's University in 2019 and are working on scheduling with Drexel University. Our efforts at all three of these Universities are a result of the last five years of relationship building that the Candidate Guidance has continuously developed and expanded. Some may remember that we have also had a long-standing relationship with Lehigh University as well. However, as a result of a restructuring of the leadership of their real estate

program, we have not yet been able to make significant inroads in 2019 with that new leadership. That said, we hope to change those results in 2020!

Through my last four years as the Chair of Candidate Guidance, all of our efforts and the results therein could not have been achieved, maintained and further developed without the enormous assistance of everyone on the committee. Those members are: Walt Krzywicki, MAI, AI-GRS, Christin Phillips, MAI, Joe Sisson, MAI and Beau Cantera, MAI. The level of thanks that I owe to them is truly unfathomable and we continue to see results thanks to their efforts through the present day.

As we continually strive to adapt and revise our strategies when courting the next generation of appraisers, a constant thought in our minds is: "what can we provide, besides a really cool presentation, to entice the students to join our ranks while simultaneously providing an immediate assist in their career/job search?" Well, we seem to have hit the answer this year. The Appraisal Institute has a "Student Affiliate" program which affords its members many of the same benefits as the Practicing Affiliates, Candidates for Designations and Designated appraisers (Lum Library access, subscriptions to The Appraisal Journal & Valuation magazines, discounts on appraisal classes, networking opportunities, etc.). For a majority of my time as chair, we have always touted this program which has a nominal cost of \$50 per year. However, as soon as the cost is presented, I see an immediate reduction in interest... lack of available disposable income is still an issue for many college students!

Through the graciousness of the Officers and the Board of Directors of the Philadelphia Metro. Chapter, the Candidate Guidance committee was allocated \$1,000 to disburse fully-subsidized, one-year Student Affiliate memberships to interested students when we engage in our University speaking tours (20 total memberships). To date, we have distributed 12 of the 20 applications and have confirmation of six new Student Affiliate members! Now, pessimistically, those numbers might not turn the world upside down, but consider some statistics. I checked in with National and it was reported to me that we have a total of 52 Student Affiliates... nationally. That's just over one per state. For our region (Region VI), we have a total of 4 student affiliates which places us 6th among the 10 regions (the most being Region VII with 12 and the least being Region VIII with 1). Those numbers are dismal, no doubt. However, to date, our efforts have resulted in a 150% increase in Student Affiliate memberships in our region and we are now second nationally with a total of 10! This. Is. Progress!

How can you help? Many, many people have offered to come with us when we lecture/present to the Universities. That help is most welcome and we will confer with interested parties when our next round of speaking engagements occurs. Until then, if you have connections at a local (and that term may be flexible) university which may have an interest in having us on campus, please provide us with a name, phone number and e-mail address. Leave the rest to us! In the last five years, we have presented at Temple, Drexel, Saint Joe's, Lehigh, University of Pennsylvania and the University of Delaware. We are considering other schools including, but not limited to, Penn State Great Valley/Abington, county community colleges (Delaware, Bucks, Chester, etc.), LaSalle, Rowan, Rutgers (Camden), Swarthmore, Ursinus, Villanova and West Chester. Do you have connections there or somewhere else? Let us know!!

Employment Opportunities



To post opportunities on the website or in the newsletter, contact Tiffany Lewis with information about the position you have available (contact@aiphilametro.org). We are happy to post on our site.

2019 Officers and Directors

As we close out 2019, we would like to thank the following officers, directors and committee chairs for all of their hard work and dedication throughout the past year!

President	Robert Lagreca, SRA Rlagreca@Lqres.com
Vice President	John Crognale, MAI jcrognale@capvalpartners.com
Treasurer	Bob Myers, MAI myersb99@gmail.com
Secretary	Susanne Curran, MAI, AI-GRS curranappraisal@gmail.com

Directors

Blair Bates, MAI
Carlo Batts, MA
Chris Bourland, MAI
Heather Byrnes, MAI, AI-GRS
Tim Crann, SRA
Anna Daniels, MAI, AI-GRS
Justin Gohn, MAI
Walter Krzywicki, MAI, AI-GRS
H. Michael McDevitt, MAI

Immediate Past President:

Craig Gleason, MAI

Committee Chairs

Rick Hideck, MAI - Education
Ed Falkowski, III, MAI, SRA - Candidate Guidance
Carlo Batts, MAI – Publicity
Chris Bourland, MAI – Government Relations
Lou Iatarola, MAI – Harrison Winder Award

JANUARY 23, 2020

5:30 TO 7:30

**COME MIX AND MINGLE AT A SKY HIGH
REAL ESTATE NETWORKING EVENT.
COMPLIMENTARY HORS D'OEUVRES
AND CASH BAR.**



4th Annual

POWER REAL ESTATE EVENT 2020

PLEASE MAKE YOUR RESERVATION DIRECTLY
WITH THE ASSOCIATION YOU ARE A MEMBER.

CREW (COMMERCIAL REAL ESTATE WOMEN)
NAIOP: THE COMMERCIAL REAL ESTATE DEVELOPMENT ASSOCIATION
PA LAND TITLE ASSOCIATION
APPRAISAL INSTITUTE
ULI (URBAN LAND INSTITUTE)
REAL PROPERTY SECTION OF THE PHILADELPHIA BAR ASSOCIATION
WOMEN IN HOUSING AND FINANCE
Business casual attire is required.

Pyramid Club
1735 Market Street, 52 Floor, Philadelphia, PA 19103
215-567-6510