



AMERICAN SOCIETY OF APPRAISERS

WISCONSIN CHAPTER #57

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 Theresa Zeidler-Shonat – Vice President (608-828-3154 or Theresa.zeidler-shonat@sgcpa.com)
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 Brook Scheiber – Recertification & Advancement Officer (414-831-2855 or bscheiber@greatamerican.com)

Meeting Minutes

February 20, 2015

Present – In-Person: Steven Siefert, Theresa Zeidler-Shonat, Brook Scheiber, Andy Carter (Guest of Theresa Zeidler-Shonat), Cameron Cook, Steve Lauenstein, John Emory, Sr., Marcia Teal, Samantha Teal, Colleen Pemberton, Kevin Hagemeyer

Present – On-Line: Nancy Czaplinski, Sharon Desfor, Catherine Durham, Duane Heins, Scott Luedke

Officers not present: Robert Kaczmarek, Kurt Kielisch

Next meeting: April 24, 2015
 MSOE
 Sharon Desfor from HeliValue\$, Inc. will speak on residual values in M&E appraisals.

The meeting was called to order by Steve Siefert.

Steve introduced Theresa Zeidler-Shonat, who spoke on The Impact of Franchise Agreements on Small Business Valuation.

The slide deck is available here: <http://bit.ly/franchisevaluation>

The business meeting was conducted after the speaker.

Old Business

There was no old business.

New Business

The results of the chapter assessment vote were discussed. We’ve had no confirmation from National on the assessment as of yet.

ASA Wisconsin Chapter Assessment Vote Results		
Assessment at \$15/year and continue to subsidize the annual holiday party	26	38.24%
Assessment at \$15/year and subsidize online streaming of meetings	30	44.12%
Assessment to \$10/year and use the entire assessment to cover chapter administrative costs	8	11.76%
Other (please specify)	4	5.88%
Raise the assessment to cover what is needed to run the chapter and its events.		
Raise the assessment and do it all		
Make it \$25 and do both online meetings and party.		
Assessment at \$15/year and use as see fit		
Total Votes	68	100.00%

We are looking at ways to continue the online streaming of the meetings and fund the holiday party. For this meeting, Smith & Gesteland allowed us to use its GoToWebinar subscription to stream the meeting. If S&G continues to permit this, or other firms are likewise inclined, we may be able to support both with

that level of chapter assessment. Given how very close the vote was, we hope that we can work this out. We will let you know as we have more information.

The treasurer's report was not available as of the time of the meeting. We will forward it to you when it is available.

We've been expanding the Chapter's presence on social media, with a LinkedIn Group and a Facebook page.

LinkedIn Group

<https://www.linkedin.com/groups?home=&gid=8200511>

Facebook Page

<https://www.facebook.com/ASAWisconsinChapter>

We are working on initiatives to streamline the meeting process, including looking at being able to accept PayPal payments, and methods of online RSVPs for meetings and events.

We discussed the next two chapter meetings:

April 24, 2015

Milwaukee

Sharon Desfor

HeliValue\$, Inc.

Topic: Residual Values in M&E Appraisals

May 15, 2015

Madison (at S&G Offices)

Patty Atwood of Timely Antique Appraisals LLC

Topic: "Personal Property Appraisals for Estate Tax: Same Object + Different Values = Painful Misunderstandings"

There will be a teleconference for chapter officers in March. There have been some bumps in the officer/role transitions this year, and we are looking for solutions to the issues to mitigate the issues going forward.

Meeting was adjourned at 1pm.

Respectfully Submitted,

Theresa Zeidler-Shonat
Chapter Vice President