

ISA QUARTERLY

NEWS AND INFORMATION FOR
THE APPRAISAL COMMUNITY

A publication of the International Society of Appraisers



Welcome to the first issue of ISA Quarterly!

BY PATRICIA HEFNER, ISA AM | EDITOR

As you can see, this Autumn, 2009 issue focuses on Education across North America. Whether it's courses, webinars, or appraisal tips, we've tried to include as much as we could find. ISA's upcoming 2010 Conference in Toronto heads the news with its outstanding Park Hyatt hotel facilities and access to the famous museums, historical sites, galleries and restaurants that North America's fifth largest city has to offer. Symposiums, classes and conferences abound this fall with a full range of locations to improve your educational skills and network with colleagues, collectors and other experts. After three highly popular, experimental tests, the ISA Board of Directors announces plans to expand our webinar programs.

The Foundation for Appraisal Education discloses the 2009 winners of their appraisal scholarships and news of a new scholarship. Committee Chair Selma Paul, ISA CAPP, updates us on the progress in revising the course manual for the Antiques and Residential Contents Course. Lead Instructor Leon Castner, ISA CAPP, analyzes confusing and misleading terminology and encourages us all to advance our skills in a thought-provoking article. Check out the box on Resources for PP Appraisers for ways to subscribe to two new art and appraisal blogs.

Distributed to all members of the International Society of Appraisers, as well as to thousands of auctioneers, lawyers, wealth management experts, museum curators, insurance agents, and related organizations, ISA Quarterly invites your opinions and feedback. Future issues will encompass marketing tips and ways to keep you and your business dynamic and informed, whether beginning, well established or near retirement. We will interview personal property appraisers and users of these services so that we may more effectively work together. We will detail the topics, speakers and tours at the May 1-2, 2010 Conference in Toronto, and provide more information on the attractions of this fabulous international city.

If you have any questions or comments, always feel free to give me a call or send an email. We want this newsletter to meet your needs and to serve your purposes. If you have a particular topic that you would like to see addressed, please let me know. We welcome your participation in this ongoing dialogue. Meanwhile, enjoy these last colorful days of summer with family and friends. It's back-to-school for all of us!

Sincerely,
Patricia Hefner, ISA AM | Editor

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WEBINARS ARE BACK!

By James Poag, GG, ISA CAPP, Board Director



Did you see Recession-Proof Your Appraisal Practice, ISA Appraisal Theory, or Jewelry for the Generalist? After a very successful test run of these three webinars, the ISA Board of Directors announces that they have signed a contract with WebEx to continue and to expand these offerings. The webinars will use the WebEx technology to deliver the new ISA seminars using video and PowerPoint presentations. The audio portion will be available as Voice Over Internet Protocol (VOIP) only through your computer speakers. In order to reduce attendance costs, the phone-in option will not be available.

For those who have not yet attended one of ISA's webinars, all you need is a computer with a normal high-speed connection and speakers or earphones and a headset to hear the audio portion.

The live version of the webinars will be limited to fifty participants. Participants will be able to ask questions of the presenters by using a text window within WebEx. Afterwards a recorded version will be made available.

The central contact for arranging future webinars will be the ISA Technology Committee. If you have an idea for a webinar or would be willing to present one, please contact Tech Committee Chair David Staples, ISA AM at DavidS@EbidLocal.com

Hurry, as we expect the first round of webinar presentations to fill up fast! 🎧

FOUNDATION FOR APPRAISAL EDUCATION ANNOUNCES NEW SCHOLARSHIP AND WINNERS

Logan Adams, ISA CAPP, Vice Chair of the Foundation, announces that the Foundation has recently partnered with the national weekly newspaper, *AntiqueWeek*, to offer a new \$1,000 scholarship for those who want to advance their skills in personal property appraising. "We are thrilled to join *AntiqueWeek* in this new venture that benefits both the public and appraisers," says Adams, "For over 35 years, they have been the most authoritative source for weekly antiques and collectible news in the country."

The 2009 winners include Kei Yee Chan of New York City, who won the *AntiqueWeek* scholarship for further appraisal studies at New York University. The New Appraiser Scholarship of \$1,000 was awarded to

Ann Rohloff of Nevada City, CA, for use on the International Society of Appraisers (ISA) Core Course. The Experienced Appraiser Scholarship of \$1,000 was granted to Linda Roberts of San Antonio, TX, for use on the ISA Core Course.

Since its inception in 2002, the Foundation has dispersed \$35,000 for the education of personal property appraisers and has published the *Journal of Advanced Appraisal Studies* for the past two years. More information about the current recipients as well as applications for the 2010 scholarships can be seen on the Foundation website, www.foundationforappraisaleducation.org. 2010 applications will be accepted starting January 1, 2010. 🎧



ISA HEADS TO TORONTO FOR ITS 2010 CONFERENCE



Grab your passport and head north to celebrate the International Society of Appraisers' 30th anniversary at the 2010 Conference in Toronto. The Conference will be held at the luxurious Park Hyatt Toronto on May 1-2, 2010, with optional tours before the Conference beginning on Friday, April 30th. Nestled in the heart of Yorkville, the hip and haute Toronto neighborhood, the hotel offers deluxe service from Toronto's number one spa (Stillwater) to a full range of four-diamond hotel services. Car service within three miles (five kilometers), shoe shines, high-speed Internet access, yoga kits, and daily international newspapers are all complimentary. Award-winning Mediterranean cuisine is found at the Annona Restaurant, while spectacular skyline views can be seen from the Roof Top Lounge.

Ask a guest to describe Park Hyatt Toronto, and you might hear "Elegant yet comfortable, plush and well-appointed with excellent service." With 400 to 500 square feet of inviting interior space, the Park Hyatt's guest rooms encourage you to relax in your marble bath or to lounge in a plush terry robe. ISA has secured a special group rate of \$199 CAN for the annual meeting (group code: ISA). Rooms can be reserved by contacting the hotel directly at 416-925-1234.

Moreover, the hotel is directly across from the Royal Ontario Museum, Canada's largest museum with over six million objects. These include an outstanding collection of Chinese temple art, sculpture and decorative arts. Nearby is the George R. Gardiner Museum of Ceramic Art that features a collection ranging from pre-

Columbian pottery to Meissen figures by Joachim Kändler, Sèvres, Chelsea and Bow soft paste porcelain, and bone china from Spode. Other attractions nearby are the Bata Shoe Museum, the Art Gallery of Ontario, Casa Loma, and the University of Toronto. Not to be ignored are the leafy lanes of fashion boutiques, upscale antiques and art galleries, and the many varied restaurants.

Circle the dates and plan to start your spring up north. Conference Committee members Kathryn Minard, ISA AM, Catherine Williams, ISA AM, and Irene Szylinger, ISA AM, are planning a program with the best that Toronto and Canada have to offer. Stay tuned for further information! 🌐

New Passport Requirements

Travelers to and from Canada will be required to have a passport or other secure, accepted documents to enter or re-enter the United States. This is a change from prior travel requirements and will affect all United States citizens entering the United States from countries within the Western Hemisphere who do not currently possess valid passports.

Visit www.travel.state.gov for a complete list of more than 9,300 passport acceptance locations nationwide, including U.S. Postal Offices and for further information on obtaining a valid U.S. passport.

ANTIQUES AND RESIDENTIAL CONTENTS UPDATE

Committee Chair Selma Paul, ISA CAPP, has spearheaded the revision of the teaching manual for the Antiques and Residential Contents course—"No simple task," she adds. "Twenty-six talented ISA members have volunteered to redo all the topics." They have researched, written, compiled and edited the new

manual that is now nearly complete. "We have added two new topics on books and machinery, equipment, technology, and transportation, and restructured and expanded other sections," says Paul. The writers have emphasized links to websites and research support.

"It has been a challenging endeavor for me and the volunteers. We are excited to produce a teaching manual that we are confident will set the standard for excellence in this field." 🌐

A FEW MISCONCEPTIONS ON APPRAISAL EDUCATION

By Leon Castner, ISA CAPP, Lead Instructor



Not all appraisal education is equal, nor is it sound. Some, by the way, is downright dangerous. As people who evaluate property on a fairly sophisticated basis, appraisers need to judge and critique

any educational material that is being offered to them from various sources in the same way they do personal property. Either it is substantial or inconsequential, subject to scrutiny, interrogation, and consensus. That is the basis of the ISA education system—tested and tempered but subject to constant improvement and lucidity.

Appraisal education is not an end to itself, but a flowing part of the overall process of valuation enlightenment and understanding. Although the passing of courses, review of reports, and accumulation of professional development points serves to document and obtain accreditation or certification within ISA or other organizations, the procurement of an official designation does not insure credibility, accuracy, or a report written to a “higher” standard.

CERTIFIED REPORTS

One is accredited or certified in terms of membership level, not in the performance of any specific task given to a client. None of our reports are actually “certified” or “accredited” as such, but carry the statement that they are done by a certain level of member. So to with USPAP, no report is ever “certified,” as if it conveys the official stamp of an appraisal monarch. Reports are done by people, often holding various distinguished designations and credentials, but the reports have not, in themselves, been graded, tested, or “approved” by any higher board. Any sense of certification is solely in the fact that they contain a section titled “certification” which offers

declarations of disclosure and are signed, nothing more.

UNIFIED BODY OF KNOWLEDGE

Another misconception is the notion that all rules, regulations, and procedures regarding the valuing of personal property are clear, precise, and codified. Unfortunately, not true. Much of the information relied upon in the Core Course manual has been gleaned from various IRS publications, industry guidelines, and legal cases ferreted out through circumstance, rather than an exhaustive diligent manner. That’s not to discount the data, but to suggest that there may be more to be uncovered than currently promulgated, and that every legal possibility may provide the next precedent in appraisal methodology.

Take the intended use (function) of divorce. Each state controls the definition of value used to divide communal property, often using terminology that is unclear, unique, and undefined. New Jersey, for example, uses a concept found in court documents called the “present market value” of items, a term similar to fair market value, but not equivalent. Look that up in your manual. (You won’t find it.)

Certainly there are more functions or intended uses for appraisals than ever listed in any text. It is the appraiser’s job to match the use with their objective and then to justify the type and definition of value and produce a credible result. Some of this may be a matter of professional choice, using the scope of work necessary to develop a reliable and defensible result.

NO NEED FOR FURTHER EDUCATION

Many appraisers have the perception that once courses have been taken and passed, the need for further education in the appraisal field is both unnecessary and burdensome. How far from the truth! According to USPAP and the ISA Ethical Code, it is not sufficient for appraisers simply to maintain their skills, knowledge, and the level of expertise they possess when

they became appraisers; it is imperative that each appraiser continuously improve their skills to remain proficient in this profession. That is why ISA requires requalification in all levels of designation every five years.

Requalification is not the process of repetitive testing on material learned many years ago. It is the introduction, enlargement, and refinement of constantly changing and developing standards as they affect us today. To that end, every appraiser must make a commitment to keep abreast of these changes and schedule their plans accordingly. This includes USPAP, the ISA Requalification Course, webinars, conference attendance, classes on specialty studies, and participation in local chapters. Going it alone, like the Lone Ranger, is not a substitute, no matter how good you “shoot.”

PROPOSED CHANGES

To that end, we are investigating changes in the requalification process, making it easier and less costly to receive information, attend class, and maintain proficiency and knowledge on a continual basis. One of the proposals we are submitting to the ISA board is to change the current two and a half day course with a final exam to a two day course without an exam. (One may challenge taking the course by passing a proctored exam, but this would be given without study guides.) The course would spend a day reviewing standard appraisal methodology and then provide recent updates. The final portion of class would concentrate on emerging issues, networking, and sharing of ideas.

In addition, an Advanced Report Writing Class would be offered as an elective (without exam). It would cover technological aids, optional report formats, and appraisal reviews. Combined with specialized webinars, improved Forum postings, and a healthy newsletter with “meaty” dialogue, these changes should keep our members up to date without major misconceptions about appraisal education. 🌀

FALL SEASON BRINGS RICH VARIETY OF EDUCATION

The economy may be slowly improving, but one way to speed up your business is to increase your knowledge and skills. This autumn offers a rich selection of conferences, classes and symposiums around North America. From African art and clocks to public relations and textiles, appraisers can gain an abundance of knowledge. Here is a sample of the many offerings:

The **Museum of Early Southern Decorative Arts** hosts a Saturday seminar on September 19, 2009, that explores the diverse stoneware traditions of the early American South. Speakers include: Suzanne Findlen Hood, Associate Curator of Ceramics at the Colonial Williamsburg Foundation; Leonard Todd, author of *The Life and Legend of the Slave Potter Dave*; and Quincy Scarborough, author of *The Webster School of Southern Folk Potters and Carolina Metalworkers: Coppersmiths, Pewterers, Tinsmiths of North Carolina and South Carolina*. To register or receive a brochure, please call 336-721-7360 or email MESDAPrograms@oldsalem.org

Colonial Williamsburg Foundation is sponsoring a symposium on “**A Very Large Curious & Compleat Assortment**” Textiles for Interiors, 1730-1830 on September 20-22. The symposium gathers the leading American and English scholars in the field to review the design and composition of textile furnishings available during this period, including upholstery, bed and window treatments, and floor coverings. Complementing the lectures will be special tours in Colonial Williamsburg’s Historic Area and optional workshops. Particular attention will be given to the accurate, yet practical, application of these design tenets for today’s interiors. Because it is becoming more and more difficult to find authentic reproduction textiles, hardware, passementerie, and qualified fabricators, Colonial Williamsburg will provide a venue for well-respected vendors and booksellers who are able to supply the essential

resources for fabricating authentic textile décor. For further information, please visit www.history.org/history/institute or call 800-603-0948.



The **Art Gallery of Canada** in Toronto offers two courses. The first, for six weeks from October 7 through November 11, focuses on the diversity and history of **Canadian artistic production** as seen in the galleries. It explores the Thomson Collection of Canadian Paintings and First Nations Objects, featuring monographic installations of Lawren Harris, Cornelius Krieghoff, William Kurelek, David Milne, James Wilson Morrice and Tom Thomson. From Inuit sculpture to neon sculpture, participants will see there is more to Canadian Art than landscape painting. For further information, please visit www.ago.net/canadian_art_gallery_course

The second course provided by the **Art Gallery of Canada** is **African Art: An Introduction to the Visual Culture**

of a Continent. The course lasts eight weeks from October 7 through November 25. Considering works chronologically, the sessions will begin with a look at the Frum collection and celebrate the great sculptural traditions of sub-Saharan west and central Africa. Participants will learn about the performance contexts in which many of these pieces were first seen and used. They will also discover contemporary African artists and artists of African descent working in the diaspora. For further information, please visit www.ago.net/african-art-an-introduction-to-the-visual-culture-of-a-continent

On October 7-10, 2009, **Winterthur**, in partnership with the Society of Antiquaries of Scotland and National Museums Scotland, offers **Transatlantic Craftsmanship: Scotland and the Americas in the 18th and 19th Centuries**. With the additional support from the Center for American Art at the Philadelphia Museum of Art, they will bring together scholars from both sides of the Atlantic to study Scotland’s role in the development of American material culture. From Edinburgh to Charleston, Aberdeen to Philadelphia, and Kilmarnock to New York, they will examine architecture, weaponry, furniture, silver, jewelry, ceramics, textiles, and glass to promote a greater understanding of the trade and influence of Scottish artists and manufacturers in America. For a detailed schedule or to register, please visit www.winterthur.org/pdfs/scottish_brochure.pdf

Molly Snow, ISA CAPP, is once again hosting her **Tuscaloosa Antiques Symposium** on October 9-10. Speakers include Wendell Garrett; Rob Hunter, Editor of *Ceramics in America*, on “Cheap and Cheerful: The Earthenwares of Early America”; Jennifer Goldsborough on “From King’s Cupboard to Kitchen Cabinet and Back Again: the Changing Roles and Values of Silver”; Matt Thurlow, Research Associate, American Decorative Arts, The Metropolitan, on “Pursuing Provenance: The Value of Documenting Object History”; Brock Jobe, Professor of Decorative

Arts, Winterthur, on "Harbor and Home: Furniture of Southeastern Massachusetts, 1710–1850," and Alexandra Kirtley, Assistant Curator of Decorative Arts, The Philadelphia Museum of Art. Rooms may be reserved at the Hotel Capstone under the name of "Antiques Conference" at 800-477-2262 or by fax at 205-759-9314. For further information, please email Molly Snow at mwsnow@aol.com

The **University of California at Irvine Extension** is offering an online course from October 12 to December 6 (eight meetings) on **Designing and Executing a Successful PR Campaign**. Special emphasis will be on planning a PR campaign when objectives, strategies, key messages and target audiences are developed. Students will study PR campaign tactics, including community relations, media relations, publicity and articles. They will also examine new social media tools such as Twitter, Facebook, MySpace, YouTube and blogging. The course will end with the development of an actionable PR campaign. For further information and to register, please visit <http://unex.uci.edu/courses> (enter Reg # 00010).

The **National Association of Watch and Clock Collectors** will hold a **new clock appraisal** course on October 12-15 at their headquarters in Columbia, PA. During the four days, the participants will be introduced to the identification of clock types, key characteristics, and components; the role of construction and materials in the proper identification of clocks; basic understanding of clock conservation, restoration, refinishing, and repairs; and subsequent impact on value. Students will learn the evolution of clock types, appropriate terminology, and criteria for making value judgments based on comparative analysis. They will learn how to examine clocks, what to photograph on a clock, and how to research them. They will also discuss how to apply critical appraisal skills such as qualitative ranking, classification, and rarity determination, and how to write accurate descriptions. This is an intense

course and will require evening reading, use of the NAWCC Library, and research assignments. For further information and to register, please contact Director of Education Katie Knaub at 717-684-8261 or education@nawcc.org

The **Corning Glass Museum** is offering their 48th Annual Seminar on Glass from October 15-17. The theme of this year's Seminar draws from their 2009 exhibition, **Voices of Contemporary Glass: The Heineman Collection**, a survey of one of the largest and finest collections of contemporary studio glass in the United States. The exhibition features 240 objects by 87 international artists. The Seminar will analyze how unlimited sources like nature, architecture, historical events, and stylistic traditions have influenced glass design across time and cultures. For a detailed schedule, please visit www.cmog.org. Or please contact Louise Maio at maiolm@cmog.org or 607-974-4084 to register or for more information.

The **Textile Museum** in Washington, D.C. will host their Fall Symposium, **From Kimono to Couture: The Evolution of Japanese Fashion**, on October 16-18. Drawing inspiration from their current exhibit, Contemporary Japanese Fashion: The Mary Baskett Collection, the weekend conference will explore the evolution of Japanese fashion from the enduring kimono to the latest styles worn on the streets of Tokyo and Osaka. Activities will be held at The Textile Museum and The Phillips Collection with an outstanding array of curators and scholars. For a detailed schedule and further information, please visit www.textilemuseum.org

The **Museum of Fine Arts, Houston** is sponsoring **The 2nd Biennial David B. Warren Symposium on American Material Culture and the Texas Experience: Art and Architecture before 1900 in Texas, the South, and the Southwest** on October 30 through November 1, 2009. For further information and a detailed schedule, please visit www.mfah.org/bayoubend

RESOURCES FOR PP APPRAISERS

If you haven't already subscribed to the daily emails, you might want to check out Todd Sigety, ISA CAPP's Appraiser Workshop Blogspot, www.appraiserworkshops.blogspot.com, and sign up. The hottest daily source of information on auctions, appraising, art fraud, collecting and other news related to art, Sigety peruses all kinds of print and online publications for the latest information on art topics. Recent stories focus on an online database of stolen art developed by INTERPOL, the faking of Russian avant garde art, a request from a Sotheby's student for appraisers who use blockage discounts, the psychology of buying art, and an article from the Business Standard of India on art critics. Interested in subscribing to this invaluable free source? Type in your email address on the right column of the blogspot and hit the Subscribe button.

Sigety, Editor of the *Journal of Advanced Appraisal Studies*, has recently started another blog, the Personal Property Appraisers Post at www.appraiserspost.blogspot.com. This blog features articles written by appraisers from all of the major personal property appraisal organizations. The authors are all are listed in a right-hand column. Recent topics include "Marketing in a Down Economy," "Avoiding Ethical Problems," and "Think Global and Think Local," just to cite three. Both blogs have archives worth investigating. 🌐

REMAINING ISA COURSES

Course

Appraisal of Fine Arts Course

Date

September 10-15, 2009

Location

Hilton Garden Inn, downtown Chicago

Times

8:00 am – 5:00 pm;

release on the last day is at 4:30 pm

Instructors

Richard Casagrade, ISA CAPP
& Cathy Peters, ISA CAPP

Topics

Paintings, sculpture, works on paper, frames, photography, animation art, Russian icons and Spanish Colonial art. How to look at artwork properly, correctly employing specific vocabulary and art conservation. Field trip to the Art Institute of Chicago.

Course

Appraisal of Antiques
& Residential Contents

Date

October 1-6, 2009

Location

Hilton Garden Inn, downtown Chicago

Times

8:00 am – 5:00 pm;

release on the last day is at 12:00 pm

Instructors

Karen Rabe, ISA CAPP
& David Mapes, ISA CAPP

Topics

Focus on analysis of construction and manufacturing; discerning between “good”, “better” and “best” quality, design characteristics pertinent to general periods and styles. Also covers: furniture, ceramics, glass, silver, toys and dolls, vintage fashions and general household contents.

Course

Requalification Course

Date

October 12-14, 2009

Location

NIU Satellite Campus—Hoffman Estates, IL

Times

8:00 am – 5:00 pm;

release on the last day is at 12:00 pm

Instructor

Leon Castner, PhD, ISA CAPP

Topics

An update and refresher course on appraisal studies and report writing. Emphasis on changing regulations and standards regarding: Personal property appraisals, report writing skills, research resources and methodology.

Course

15-Hr National USPAP Course

Date

October 15-16, 2009

Location

NIU Satellite Campus—Hoffman Estates, IL

Times

8:00 am – 5:00 pm

Instructor

Roger Durkin

Topic

Focuses on requirements for ethical behavior and competent performance by appraisers that are set forth in the USPAP. Emphasis on the role of the appraiser and impartiality.



Attendees at the July 2009 ISA Core Course

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