

## Join us in Scottsdale!

This year's NAIFA National Conference begins the 50th anniversary celebration of NAIFA. As we enter this golden year, there will be plenty of opportunities in Scottsdale to reconnect with old friends, meet new professionals, reflect on the significant accomplishments of this organization over its colorful history and learn where the organization is headed in the future. Past and current NAIFA leaders will be present and the rich traditions of NAIFA will be on full display for your enjoyment.

The conference begins on **Wednesday, Sept. 22**, with — as you may surmise — a full day of continuing professional education. There are a number of courses from which to choose and likely something for everyone. The day finishes with the President's Reception, a poolside gathering of all attendees in the gorgeous landscaped gardens under the cool shade of towering palm trees. Everyone will gather to renew acquaintances and enjoy the early evening together before heading off to dinner and nighttime entertainment.

**Thursday, Sept. 23**, features additional NAIFA educational courses running all day long and concludes with the NAIFA Education and Research Trust reception and auction. This year's E&R Trust event promises some old favorites in addition to a few new twists. Be sure to register to attend the E&R Trust function to see what has been planned for you!

**Friday, Sept. 24**, begins with a new non-CE offering, "How to Generate Additional Revenue as an Appraiser." Open to all attendees, this session will feature some new product offerings to enhance your business' bottom line. NAIFA's National Committees will meet, and the afternoon has been set aside for relaxation and personal enjoyment of the Valley of the Sun. Friday evening, a NAIFA event is planned at Casino Arizona and will feature a dinner buffet, tickets to the show and fun in the casino. Round trip transportation will be provided. This is an optional event so be sure to register if you would like to attend.

**Saturday, Sept. 25**, starts with the NAIFA Annual Membership Meeting, where all current NAIFA members gather to review the year and hear future plans from the NAIFA leadership. The membership meeting is followed by a board of directors meeting while attendees have a free day to golf, shop, sightsee or just relax. The day concludes with NAIFA's Annual Installation and Awards Dinner, with a sumptuous spread to be enjoyed by all and a celebration of significant individual accomplishments during the past year.

Register today -- we look forward to seeing you in Scottsdale!



Kevin Hacke  
Executive Vice President

## Conference Location

The **Doubletree Paradise Valley Resort** is the ideal location for the 2010 NAIFA Fall Conference. The hotel's concierge offers a multitude of sightseeing options including desert jeep tours, hot air balloon rides, architecture tours of the Valley, and much more. The Hotel features resort amenities, and visually stunning Sonoran Desert views on 22 acres of lush, tropical paradise in Scottsdale, Arizona. This Diamond in the Desert is just minutes from **Scottsdale Fashion Square Mall** (the largest mall in the Southwest), Arizona State University, and the hundreds of shops, boutiques, galleries, pubs, and eateries in historic **Old Town Scottsdale**.

Room rates are \$99 per night for single or double occupancy. **The cut off date for the conference room rate is August 31, 2010.**

To make your reservation, contact the Doubletree Paradise Valley Resort directly at (480/947-5400), or **reserve online** by visiting our [Personalized Group Web Page](#) through the Doubletree website.

Make sure you ask for the "National Association of Independent Fee Appraisers" room block or our give the reservation agent our group code "NAI." **Reserve your room today!**

The NAIFA travel coordinator, Tower Travel Management, has negotiated special air travel discounts for the NAIFA Fall Conference. For assistance in confirming the least expensive travel rate, call Tower Travel toll free at **888.886.7656 or 630.928.7144**, or email [Travel@Towertravel.com](mailto:Travel@Towertravel.com). Reservations lines are open Monday through Friday, 7:00 a.m. – 10:00 p.m. CDT. Tower Travel has access to the lowest possible rates on all airlines for all participants.

## Conference Itinerary\*

Date	Time	Fee (Member/Non Member)
<b>Wednesday, September 22</b>		
7 Hour CE Course ( <i>General Appraiser Report Writing Update</i> )	8:00 am – 5:00 pm	\$129/\$149
7 Hour 1 <sup>st</sup> and 2 <sup>nd</sup> Year NAIFA Instructors Workshop (Susanne Barkalow)	8:00 am – 5:00 pm	\$75 (member only)
National Conference Registration Opens	8:00 am - 5:30 pm	
4 Hour CE Course ( <i>Understanding the Message</i> )	8:00 am - Noon	\$50/\$99
4 Hour CE Course ( <i>Institutional Fraud</i> )	1:00 pm – 5:00 pm	\$50/\$99
President’s Reception (poolside)	5:30 pm - 8:00 pm	Free
<b>Thursday, September 23</b>		
4 Hour CE Course ( <i>The Appraisal Spreadsheet: Boot Camp</i> )	8:00 am – Noon	\$50/\$99
4 Hour CE Course ( <i>Loss Prevention Seminar, LIA, Robert Wiley</i> )	1:00 pm – 5:00 pm	\$50/\$99
E&R Trust/Evening Reception	5:30 pm – 8:00 pm	\$25 (members & non members)
<b>Friday, September 24</b>		
Committee Meetings	8:00 am - Noon	
2 Hour “How to Generate Additional Revenue as an Appraiser” course; Michela Di Carlo, President HM Facts/Decision Ready Data Solutions Inc.; <b>non-CE</b>	8:00 am – 10:00 am	Free
Casino Arizona Trip (Dinner, Show, Gambling)	6:00 pm - TBD	\$89/\$99
<b>Saturday, September 25</b>		
Annual Membership Meeting	8:30 am – 9:15 am	
Board of Directors Meeting	9:30 am - 5:00 pm	
Installation and Awards Dinner	6:00 pm - 10:00 pm	\$89/\$139

\*Schedule is to subject to change.

### Learn more!

Check with [www.naifa.com](http://www.naifa.com) regularly for updates on attractions and thing to do in Scottsdale. Email [info@naifa.com](mailto:info@naifa.com) if you have any questions or need additional assistance!

## Continuing Education Information

Listed below are the states in which NAIFA has applied for Continuing Education Credit for the Fall Conference course offerings.\*

Arizona	Missouri	Pennsylvania
California	New Jersey	Tennessee
Illinois	New Mexico	Texas
Indiana	Oklahoma	Washington
Mississippi	Oregon	

\*Please check the website for further updates on the state approvals at [www.naifa.com](http://www.naifa.com).

## **NAIFA Course Offerings**

### ***General Appraiser Report Writing Update***

**Instructor: Lynne Heiden, IFAS**

**7 hours – Wednesday, September 22**

This seminar has been developed for the real property appraiser interested in enhancing effective communication while writing commercial and agricultural appraisal reports. The material is provided in a logical and systematic sequence to also strengthen organization skills. It provides an excellent review for the experienced appraiser. By the end of the seminar, students will have a clearer understanding of how proper communication of assignment results can be achieved.

### **First & Second Year Instructor Workshop: NAIFA is looking for new instructors!**

**Instructor: Susanne Barkalow, IFA**

**7 hours – Wednesday, September 22**

Share your experience, enthusiasm, and expertise with other appraisers by teaching NAIFA courses. Susanne Barkalow, Senior Certified NAIFA Instructor, will lead the required training session for first and second year NAIFA instructors. Attendees will complete two short presentations (to other new instructors), will have the opportunity to observe experienced instructors in action, and will learn how to become a successful instructor. Contact Susanne Barkalow at (320) 259-1289 or [barkalow@cloudnet.com](mailto:barkalow@cloudnet.com) for additional info. **Pre-registration required. Limited space available – act now!**

### **Understanding the Message**

**4 hours – Wednesday, September 22**

Appraisal reports have become fairly complex over the years, with more information on more aspects than ever before. No wonder the possibility of conflicting messages exist, in this hurry up world of *get it done, and get more and do another*. This course was developed to help students of appraisal valuation finesse their skills, to develop and write a message -- a message which is understandable and consistent.

### **Institutional Fraud**

**4 hours – Wednesday, September 22**

This course has been developed to stimulate the professional in examining their ethics. Fraud manifests itself in many directions and can occur in various forms and to various persons or entities. The course is a compilation of timely and exhaustive research into the subject of fraud and its possible consequences within the industry. Adjudicated cases from throughout the United States are utilized along with current pending cases. Through these cases, students will be made aware of the extraordinary time involved from the initial investigation through final adjudication.

### **The Appraisal Spreadsheet: Boot Camp**

**4 hours – Thursday, September 23**

This course is presented as a workshop. Participants actually construct appraisal spreadsheets as they learn the basics of writing and modifying spreadsheets. At the conclusion of the course, each participant will possess spreadsheets that they can put into use in their appraisal practice immediately. They will also possess the skills and knowledge necessary to write new spreadsheets and modify their spreadsheets as well as others available commercially. **IMPORTANT NOTE: Participants will need to bring a laptop to class with MS Excel 2002, 2003, or 2007 installed.**

### **Loss Prevention Seminar**

**Instructor: Robert Wiley, Liability Insurance Administrators**

**4 hours – Thursday, September 23**

Unfortunately, nobody can absolutely guarantee that an appraiser will never be the target of a claim. However, by following certain loss prevention techniques, an appraiser can definitely strengthen his/her defense. Thorough documentation of the appraisal file, verification of information, and communication with the client are some of the proven loss prevention methods covered in this seminar.

## Conference Pricing & Additional Information

### NAIFA Member Registration Package

Super deal package! This special member price includes 7 or 8 Hours CE Courses and Poolside Reception on Wednesday, 8 hours of CE courses on Thursday, Annual Membership Meeting, and Installation and Awards Dinner for the low price of \$299. Please select your education choices on the registration form.

**IMPORTANT NOTE:** E&R Trust Event and Casino Arizona trip are priced separately and need to be purchased a la carte. **No Substitutions Please.**

### Non-Members – Join Now and Save Money!

Join NAIFA between July 1 and October 1 to receive half off regular membership dues. You receive the remainder of 2010 for this special rate and save up to \$178\* off of conference registration!

[Click here](#) to learn more about our exciting membership benefits.

[Click here](#) for more information on our membership types.

[Click here](#) to join!

*\*\$178 off of entire conference registration.*

### President's Reception

Join us for a poolside gathering of all attendees in the gorgeous landscaped gardens of the Doubletree under the cool shade of towering palm trees, featuring appetizers and a cash bar. Everyone will gather to renew acquaintances and enjoy the early evening together before heading off to dinner and nighttime entertainment. FREE to members and non members. Please indicate your desire to attend this event on your registration form.

### Education Research and Trust Annual Auction

The proceeds from this annual event go directly into the Education and Research Trust. To learn more about the rich history of the E&R Trust, [click here](#). Cost is \$25 for members and non members.

### How to Generate Additional Revenue as an Appraiser; non-CE

**2 hours – Friday, September 24**

Michela Di Carlo, President HM Facts/Decision Ready Data Solutions Inc, will lead a two hour seminar for appraisers to learn more about how to generate new sources of revenue in this ever changing market. Free to members and non members. **IMPORTANT NOTE:** No CE will be given for this seminar.

### Annual Installation & Awards Dinner

NAIFA's annual awards dinner is a tradition for NAIFA members, giving us the opportunity to recognize our outstanding members with the Paul A. Wetzel Award, Educator of the Year and the Appraiser of the Year Awards. Attire - black tie optional. Cost per person is \$89 members; \$139 non members.

## Casino Arizona

**Casino Arizona** – The buffet at the Casino Arizona features a Fresh Seafood Buffet along with many traditional favorites on Friday evenings. The Casino Arizona features over 1,600 ticket-pay multi-denominational slot machines, including 131 high-limit slots, live Blackjack, 46 poker tables, and live fast-action Keno. The *Starz Sportsbar* offers video poker slots and numerous televisions for viewing sporting events. Tickets to a Showstoppers Improv show and transportation to and from the casino will be provided. Showstoppers Line Up (*Subject to Change*) – Elvis, Tina Turner, Reba McEntire, the 4 Tops and Comedian Sammy King. Cost is \$89 for members and \$99 for non members.

## Registration Form

[Click here](#) to download the 2010 Fall Conference Registration Form.

Contact NAIFA Headquarters at 312-321-6830 or [info@naifa.com](mailto:info@naifa.com) should you have any questions.