

# TAJ PRESENTATION ANNUAL CONFERENCE 2012

## Introduction

- Panelists

**Name: Stephen T. Crosson, MAI, SRA**

**Title: Chairman/CEO**

**Company: Crosson Dannis, Inc.**

Bio: Mr. Crosson has over 42 years of real estate valuation experience in the valuation of virtually all property types throughout the U.S. His practice includes litigation support (valuation-related issues and methodology) as well as the valuation of complex properties in the U.S. and Puerto Rico. He serves as Editorial Board Chair and Editor-in-Chief of *The Appraisal Journal* and is member of Publications Review Panel of the Appraisal Institute. Numerous articles authored by Mr. Crosson have been published in TAJ and other real estate publications. The focus of his work with TAJ is to continue to publish articles that add significantly to the valuation body of knowledge and that enhance the stature of the profession.

**Name: George Dell, MAI, SRA**

**Title: CEO and Instructor**

**Company: Valuometrics, Inc.**

Bio: George Dell MAI, SRA is a recognized authority on applications of modern data analytics to asset valuation and risk/reliability issues. He has broad graduate-level education in mathematics, statistics, econometrics, finance, and insurance. He has authored numerous articles, seminars, co-authored of the AI book "Appraisal Valuation Modeling".

In developing the concept of "*Auditable Valuation Practice*", he brings the future of the appraisal profession, answering current troublesome issues for the appraiser, the lending industry, and the health of the economy. His academic paper, presented at the joint AI and Union of Pan American Valuers in 2010, won the "best manuscript" award.

His focus for the *Appraisal Journal* is to attract a higher quality of scientific and analytic method from academicians and practitioners alike.

He is CEO and instructor of Valuometrics, Inc., which provides a curriculum of workshops for valuers and forensic consultants in the use of predictive methods.

**Name: David Lennhoff, MAI**

**Title: Principal**

**Company: SC&H Appraisal Services, LLP**

Bio: David C. Lennhoff is a principal with SC&H Appraisal Services, LLP, in McLean, Virginia. His practice centers on litigation valuation and expert testimony relating to appraisal methodology, USPAP and allocating assets of a going concern. He teaches internationally for the Appraisal Institute (Mexico, Korea, China, Berlin and most recently, Japan) and served as 2004 Editor in Chief of the *Appraisal Journal*, to which he has contributed more than 20 articles. David has authored several courses for the Institute and served as a technical consultant and section reviewer for the textbook, *The Appraisal of Real Estate* and a reviewer for *Appraising Industrial Properties* and *Hotels and Motels—Valuations and Market Studies*. He is editor for three Appraisal Institute books, *A Business Enterprise Value Anthology*, *A Business Enterprise Value Anthology, Second Edition*, and *Capitalization Theory and Techniques Study Guide*.

**Name: Dan Swango, PhD, MAI, SRA**

**Title: President**

**Company: Swango Real Estate Counseling & Valuation International**

Bio: Based in Tucson, AZ, Mr. Swango has many years of experience in valuing and consulting on all types of real estate. His practice includes valuation, assistance in decision-making (e.g., risk reduction, profit optimization, estate planning/settlement, buy/sell opportunity evaluation, public taking, dissolutions, investment structuring and purchase, strategic planning, and re-designing. He is an experienced instructor, speaker, and presenter. He is a past Editorial Board Chair and Editor-in-Chief of *TAJ*. His contributions to the valuation profession are well-known and highly respected.

**Name: Nancy K. Bannon**

**Title: *Managing Editor of The Appraisal Journal***

**Company: Appraisal Institute**

Bio: Ms. Bannon is the managing editor of The Appraisal Journal and serves as staff liaison to The Appraisal Journal Editorial Board. She has been with the Journal in various capacities for over twelve years. Prior to joining the Appraisal Institute, Bannon was a senior manager in the American Medical Association's Division of Policy Communication and a project consultant with Policy Planning Associates. Bannon earned a bachelor's degree from Loyola University Chicago and a juris doctor degree from St. Louis University.

- Who is here?

(Interested potential authors? Published authors? Practitioners? Academics?)

- Mission of the Journal (emphasis added):

*The Appraisal Journal* is published to provide a peer-reviewed forum for information and ideas on the practice and theory of valuation and analyses of real estate and related interests. *The Appraisal Journal* presents ideas, concepts, and possible appraisal and analytical techniques to be considered: some articles are the development and expansion of appraisal theory while others are useful in the evolution of practice."

## Questions

1. Is *TAJ* considered a peer-reviewed publication?
2. What is the structure of TAJ Board and staff?
3. What types of reviewers does TAJ use?
4. Why are there 3 different panels?
5. As a published author, what is your experience with the review process?
6. What happens to a manuscript when it is submitted?
7. Who is the staff and what is their function, i.e. what does each do?
8. What is the review process – mechanically, how does it work?
9. Describe the TAJ is looking for – pages, font, spacing, intro, key words, etc.
10. Why do so many published articles contain statistics?
11. Why are some articles on highly unusual properties and/or problems?
12. Who is the target readership of *TAJ*?
13. How does the board and reviewers react to controversial topics?

14. How does the board eliminate reviews biased by litigation or past entrenched positions?

Review form-"I do not have a personal bias or conflict of interest as to any aspect of this manuscript".

15. What types of articles are most sought?

16. What is the desired length of articles?

17. How many review iterations may an author expect?

18. Are rejected articles ever referred to other publication?

19. Should the author do a literature review?

20. Are there benefits to collaboration and if so, what are they?

21. May an author(s) submit an abstract to TAJ prior to the commencement of writing, in order to get an expression of interest?

22. What are article dos and don'ts?

## **DO'S**

1. Research what has already been published on your topic (literature review) and include in article.
2. Have your manuscript read by someone you respect in the industry before submitting it for consideration for publication.
3. Put paper aside for a period of time then reread it.
4. Prepare several drafts.
5. Consider criticism of your work with an open mind.
6. Observe fundamental good writing principles.
7. Provide logical support for positions taken.
8. Be certain of the appropriateness and accuracy of statistical methodology and application.
9. Organize: introduce, emphasize the point of the article, sum it up.
10. Differentiate article from extant body of knowledge.
11. Be patient with the review process.

## **DON'T'S**

1. Rush paper to review.
2. Personalize the writing.
3. Take criticism as a personal attack.
4. Unnecessarily repeat points.
5. Use flowery or stilted language.
6. Use "I". Leave your opinion out of it.
7. Fail to present logical support for positions taken.
8. Make it too geographically narrow—or show broad application.
9. Regurgitate widely-accepted concepts; don't insult/bore readers.
10. What are the most misunderstood things you've heard about TAJ?
  - a. Too academic.
  - b. An inside job—I can't get published.
11. What are the TAJ awards? Prizes?
12. Does an article have to be a new topic or can it be on a topic written before?
13. Where do people get ideas for articles?

14. George has some thoughts in topics not typically considered (scientific approach to logical conclusions)
15. Is an author better off writing solo or with a co-author?
16. Do politics influence which articles get published?
17. How long does it take, from submission to publication?

## Questions from Attendees