

May 2026 Newsletter



President's Letter

**Jennifer Simmonson, MAI
2026 SD Chapter President**

Dear Fellow San Diego Chapter Members,

This is an important letter, for which I kindly request your attention.

The San Diego Chapter of the Appraisal Institute is holding a meeting on June 5th at Pacifica Del Mar to discuss a possible merger with the Southern California Chapter of the Appraisal Institute. (**[REGISTER HERE FOR THE LUNCHEON](#)**)

At this meeting, we will present the historical evidence and rationale that has led us to this important discussion. We will also present the benefits of the proposed merger, which are numerous, and we will listen keenly to your feedback and thoughts.

If you are unable to attend in person, we will be live streaming the meeting via interactive Owl technology, so please consider attending either way.

My personal preference was for the San Diego Chapter to continue operating independently. When I first became involved in chapter leadership in 2022, similar merger discussions were already underway, and my initial reaction was a firm “Never!” driven largely by pride in our chapter’s history, independence, and legacy.

That said, I also recognize the practical realities we face today, and I understand why a merger with the Southern California Chapter is being thoughtfully considered. The central challenge influencing this discussion, in my opinion, is not membership size, but rather ongoing financial challenges due to weakened education revenue and the difficulty in sustaining a deep and reliable pipeline of local volunteer leadership.

Over the past several years, the Board has made repeated efforts to encourage broader member participation in leadership roles. While we consistently hear strong support for the Chapter and appreciation for its programming, many members understandably cite professional and family commitments that limit their ability to volunteer at a leadership level.

This conversation is not a reflection of a failing chapter. In fact, the San Diego Chapter remains one of the strongest and larger chapters nationally, with more than 140 members,

and has made meaningful strides in recent years. Our efforts include:

- Launching free annual USPAP and BPE courses for members
- Expanding locally developed education to strengthen both relevance and revenue
- Partnering with local universities to increase student engagement
- Partnering with Caltrans to significantly reduce venue costs
- Re-establishing significant annual scholarships for local university students interested in the appraisal profession
- Engaging a fiscally prudent Executive Director
- Increasing member attendance at in-person events

We are fortunate to have emerging leaders such as Neil Cambra, SRA, Patrick Doncouse, Kelli Kelly, and Robert Long, SRA currently serving on the Board, and their involvement is both valued and impactful.

The San Diego Chapter and the Southern California Chapter are currently drafting a Negotiated Plan of Merger which will be distributed to members of both organizations for review and feedback.

The spirit of cooperation between the two chapters during this period of exploration is encouraging.

Thank you for your thoughtful consideration and continued commitment to the San Diego Chapter. I encourage each of you to reflect on how you might support the chapter, whether through leadership, committee involvement, or mentorship, regardless of the path taken.

Most Respectfully,

Jennifer Simmonson, MAI
President, San Diego Chapter
Appraisal Institute

Dear Fellow San Diego Chapter Members,

As Past Presidents of the San Diego Chapter of the Appraisal Institute, each of us has devoted time and energy to strengthening this chapter, and we share a deep appreciation for its legacy and its role in our professional community. After careful consideration of the Merger Feasibility Analysis, we write to express our strong support for the proposed merger with the Southern California Chapter.

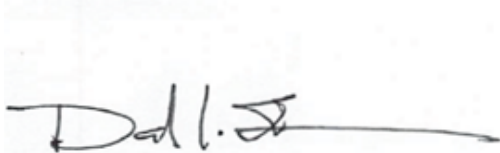
This merger offers meaningful benefits for our members. Joining the Southern California Chapter would expand professional connections, broaden access to educational programming, and strengthen the chapter's financial foundation through shared resources and a larger dues base. A combined chapter would also create a deeper leadership pipeline, more consistent Designation course offerings, and greater access to mentorship and referral opportunities across the region. At the national level, a larger unified chapter enhances our collective voice within the Appraisal Institute and increases the likelihood of chapter-sponsored participation in events such as the Leadership Development and Advisory Council (LDAC).

The attached analysis documents sustained challenges to membership numbers, declining frequency of new professional designations, and resultant declines in revenue and financial reserves. These trends are structural in nature and are not forecast to improve. However, the greatest challenge faced by the San Diego Chapter today is a lack of leadership interest from the general membership; filling Board positions has become increasingly difficult despite active recruitment efforts by current and past Board members. A merger with the Southern California Chapter would significantly assist with this issue.

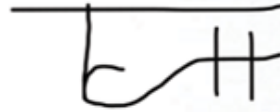
The enclosed analysis shows that the San Diego Chapter is in a strong negotiating position today. We still maintain financial reserves and organizational credibility. If current trends persist, the Chapter will inevitably be required to draw down reserves simply to sustain operations. Acting now, from a position of relative strength, is the responsible course.

The Southern California Chapter's established branch model provides a framework to preserve local programming, maintain local leadership, and ensure continued representation for San Diego members offering the best of both worlds: local presence combined with regional strength. We strongly encourage every member to review the merger materials in full and join us in supporting this important and forward-looking initiative for the future of our profession in San Diego.

Respectfully,



David Eshelman, SRA, AI-RRS
North County Chapter President 1999



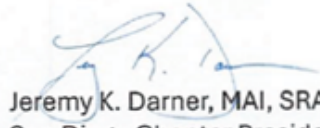
Trevor Hubbard, MAI, SRA, AI-GRS
San Diego Chapter President 2017



Eva Stresemann, MAI
San Diego Chapter President 2018



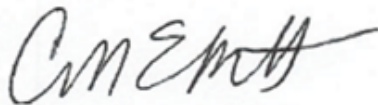
Eric C. Schneider, MAI, SRA, AI-RRS
San Diego Chapter President 2019



Jeremy K. Darner, MAI, SRA, AI-RRS
San Diego Chapter President 2020



Mark Hendrickson, MAI, AI-GRS
San Diego Chapter President 2021



Colleen Matthies, MAI (retired)
San Diego Chapter President 2022



Lee Stephens, SRA
San Diego Chapter President 2023



Brent A. Johnson, SRA, AI-RRS
San Diego Chapter President 2024



Kevin O'Harra, SRA, AI-RRS
San Diego Chapter President 2025

Advanced Concepts & Case Studies

August 24-29, 2026

**University of San Diego
Knauss School of Business
5998 Alcalá Park
San Diego, CA 92110**

This course synthesizes the three approaches to value, examines their applications, and helps you apply basic and advanced valuation techniques. Case studies teach you how to address common but complex appraisal issues, including a leased fee not at market rent, a proposed property, a property in a market not at equilibrium, and a subdivision. The course emphasizes the need to test the reasonableness of all the conclusions in an appraisal.

Note. This is primarily a synthesis course, not a review course. Like all advanced education courses sponsored by the Appraisal Institute, the course naturally reviews many concepts taught in previous courses. However, it includes some new material and does not include a complete overview of the other courses. Therefore, Advanced Concepts & Case Studies should not be considered an adequate review for the comprehensive exam. To prepare for the comprehensive exam, participants must review all four advanced education courses, as well as basic concepts from qualifying education for certified general real property appraisers.

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