



Herd 2009 President of BHGLAAR



Alan A. "Scotty" Herd, CRE, FRICS (center), president of A. Scott Herd Associates, Inc., Los Angeles, has been installed as 2009 president of the 5,600-member Beverly Hills Greater Los Angeles Association of REALTORS* (BHGLAAR). The association, chartered in 1903, now includes the combined former REALTOR associations of Los Angeles, Beverly Hills, West Hollywood, Culver City, Marina Del Rey and Santa Monica. Herd is an eighteen-term director of the California Association of REALTORS*. Pictured at left is Herd's wife Carla, and pictured at right is CRE Richard Rosenthal, chairman and CEO of Rosenthal Group, Marina Del Rey, California.

Pliska Wins ULI Excellence Award



Robert Pliska, CRE, managing director, Sperry Van Ness, Birmingham, Michigan, recently was honored at the University of Michigan/Urban Land Institute Forum with a 2008 Real Estate

Excellence Award, specifically for the Sale of the Year. Pliska sold a 414-acre psychiatric hospital site, bringing in Sperry Van Ness to auction it after the state had failed in four attempts to sell the property.

Kirk Named President of Boston LAI



David Kirk, CRE, principal and founder of Kirk & Company, a real estate appraisal, consulting and investment counseling firm in Boston, has been named 2009 president of the Boston

Chapter of Lambda Alpha International, an honorary land economics society. Kirk is a charter member of the Boston Chapter and has served on the board of directors.

Fisher Pens Second Edition of Guidebook



Morton Fisher, Jr., CRE, along with two other authors, has published a second edition to *A Practical Guide to Commercial Real Estate Transactions: From Contract to Closing*. The book, which is

a bestseller on the American Bar Association web site, is a practical introduction to transactional real estate law, and follows each of the steps of a transaction in the order in which it generally arises. In this newly updated version, the authors have addressed comments received from readers of the first edition and have added new documents. An emphasis is placed on the drafting, negotiation and revision needed to get a deal closed.

Watanabe Publishes Book



Takumi Watanabe, CRE, FRICS, recently published *Japan Real Estate Appraisal in a Global Context*, a book that discusses international appraisal practices and collaborative research into

appraisal standards worldwide. Watanabe writes that "securitization driven by financial engineering has helped divide the lending industry into primary and secondary market segments," and he notes that "...if investors had examined the quality of securities the outcome would likely have been different." For a copy of the book, visit www.takumi-watanabe@jrei.jp.

Friedman Publishes Real Estate Dictionary



Jack P. Friedman, Ph.D., CRE, recently co-authored the seventh edition of *The Dictionary of Real Estate Terms*, published by Barron's Educational Series. Previous editions have been on best-

seller lists of major periodicals and bookstores, and have sold more than half a million copies. Friedman is a real estate appraiser and economist in Dallas, Texas, and specializes in real estate expert witness testimony.

Kuckley Represents CRE in Mediation Settlement Day



Samuel Kuckley, CRE, director, Appraisal Services at TIAA-CREF Asset Management, New York City, represented the CRE Dispute Resolution program in October at the Mediation

Settlement Day event held at the New York County Lawyers Association in New York City. The purpose of the program was to promote mediation and to educate potential parties and attorneys about the mediation process. The program was produced by the Financial Industry Regulatory Authority (FINRA), the largest non-governmental regulator for all securities firms doing business in the United States.

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