

G. Adrian Gonzalez Jr., ASA

Election Biography

Candidate for International Secretary/Treasurer Biography

G. Adrian Gonzalez, Jr., ASA, MRICS- is qualified as a candidate to serve as International Secretary/Treasurer. For 22 years he has been president of Adrian Gonzalez & Associates, PA, located in Hollywood and Miami, FL. Adrian has been a member of the American Society of Appraisers since 1991 earning the Accredited Senior Appraiser designation in Real Property-Urban in 1993. His service to ASA includes:

- ASA Region 2 Governor 2017-2021
- ASA International Virtual Chapter - Vice President 2020-2021
- ASA Diversity and Inclusion Task Force-2020
- ASA CEO Search Task Force-2019
- ASA Chapter 82-President 1996, 2013-2016
- ASA Chapter 82-Vice President 1993, 2013

Additional Professional Credentials include:

- Member of Royal Institution of Chartered Surveyors Chartered Valuation Surveyor designation 2020
- Member of International Right of Way Association
- Member of the Florida and National Board of Realtors
- State Certified General Appraiser RZ1555-FL
- Licensed Real Estate Broker
- University of Florida, BSBA Degree with a Real Estate Major

Why do you feel you are qualified for this position?

As an immigrant, I learned that sacrifice, hard work and giving back to society by putting service above self leads to a rewarding life. In my professional life I have been both in private and public sectors. I believe that being part of ASA has helped me to achieve many goals in my professional as well as my personal life. I would like to continue to pay it forward by progressing in the ASA international leadership with the honor of being its first Hispanic-American International Secretary/Treasurer assisting in moving the society forward in providing benefits to you, our members.

I have been actively involved in ASA since the early 1990's with leadership positions in Chapter 82 rising to president first in 1996. I have been a member of the Board of Governors as the Region 2 Governor for the past four years. I have served on several task forces including the CEO Search Task Force and the Diversity and Inclusion Task Force.

I am of member of Rotary since 1995, a Paul Harris Fellow & served as a local club director. I believe that my overall experiences as both a leader in professional and service roles has provided me with wherewithal to persevere in a higher leadership role in ASA.

What contributions have you provided ASA as a member or to a comparable organization(s)?

I am a believer that if you are going to be part of an organization, participation is the most important part. Leadership participation, both at the chapter level and on the Board of Governors enhance my ability to promote ASA into the future. I am a very active member of the BOG and volunteered to be on several sub committees. I provided leadership and support by presenting at and bringing impactful speakers to chapters including the Virtual Chapter and helping ASA grow membership. My experiences encouraged me to run for Region 2 Governor.

I assisted in developing the new governance model that allows the ASA to serve our members in a more efficient manner. It allows for quick decisions based upon the changing needs of our members without the need for the bureaucracy of the past. As the recent COVID economy has shown us, we need to be nimble and able to meet our members needs as they arise.

The goal is better outreach through member linkage, improved education, and guiding our Society to a successful future. As a result, the plan is to put ASA on the forefront as the preeminent appraisal organization that the public relies on and increasing the value and prestige of our designations.

What do you wish for ASA's members?

My wish for my fellow members is that they feel they are well supported by their professional association and their designation provides value in the marketplace. That they understand that being a member of the ASA not only allows for reasonably priced great educational opportunities but also their leadership is interested in its members success.

Mostly, that my colleagues in the society know that our leadership will always have their best interests at heart. This of course will have to be accomplished with the complete transparency of our leadership at all levels and our implementation of mechanisms to allow our members to provide feedback as to how our organization is run and to communicate their needs. They also need the assurance that their voice is heard and their opinions matter.

This interface between the membership and leadership will not only make our society stronger but usher it towards to our goals of increased professional satisfaction, the increase of a greater market presence in the not only the local business sector but also the world.

What do you wish for ASA in the profession?

My wish for ASA is to be at the highest echelon in the profession and the most respected of all the appraisal societies. That ASA can become the leading provider of multi-disciplined appraisal education and the "go to" leader appraisal organization for its outreach to not only governmental agencies but the general public. We will achieve a greater market share of business due to our professional image at not only on the micro level but the macro level. Mostly that due to our leadership, our members in all our disciplines; Appraisal Review & Management, Business Valuation, Gems & Jewelry, Machinery & Technical Specialties, Personal Property and Real Property will have a superior acceptance for their professionalism and ethics. This of course can be accomplished through strong leadership in both the with the discipline level, the local chapter level and extending to the national/international level. This leadership cooperation and relationship will allow our society to be stronger and give us the needed impetus to propel ASA to a greater future success within the appraisal profession.

Why should members vote for you?

The primary reason I believe members should vote for me is because I have lived my entire life by the Golden Rule; that I treat others like I would like others to treat me. This has been the most crucial to success in my professional life for 38 years as well as in my personal life. By voting for me I will always encourage and allow the voices of diversity from our membership to be heard. That I will marshal that diversity to become one voice for our multi-discipline appraisal organization.

I humbly ask for your support and vote for G. ADRIAN GONZALEZ, JR., ASA, MRICS to be your next ASA International Secretary/Treasurer.

Thank you!