

# Register Today for the 2011 Annual Conference

INTERNATIONAL ASSOCIATION OF ASSESSING OFFICERS

77TH ANNUAL INTERNATIONAL CONFERENCE ON ASSESSMENT ADMINISTRATION

SEPTEMBER 18-21, 2011 • SHERATON PHOENIX DOWNTOWN • PHOENIX, ARIZONA



Transforming Assessment:

# RISING TO MEET NEW CHALLENGES

- RECEIVE CONTINUING EDUCATION CREDIT
- TALK WITH THE EXPERTS
- HEAR THE LATEST RESEARCH RESULTS
- SEE THE LATEST PRODUCTS AND SERVICES
- LEARN NEW IDEAS AND TECHNIQUES
- NETWORK WITH COLLEAGUES
- BECOME INSPIRED AND MOTIVATED

For more information about the annual conference visit [www.iaao.org](http://www.iaao.org).

## ABOUT IAAO

IAAO is an association of more than 7,300 property assessment professionals. Since 1934, IAAO has been the recognized leader and preeminent source for innovation, education, and research in property appraisal, assessment administration, and property tax policy.

## ABOUT THE CONFERENCE

Join us in sunny, scenic, Arizona! The annual conference provides educational sessions, networking, events, and exhibits that supply the tools you need to succeed. The 2011 conference addresses current issues related to commercial property appraisal, personal property appraisal, residential appraisal issues, tax policy & appraisal standards, technology, personal development, management, and a new track—IAAO Spanning the Globe.

## WELCOME RECEPTION—CHASE FIELD

Build it and they will come! Join us for an unforgettable networking reception at Chase Field in downtown Phoenix, just a few blocks from the hotel. Chase Field opened in the Spring of 1998, built as a multipurpose facility to house Arizona's first Major League Baseball team, the Arizona Diamondbacks. The Ballpark covers approximately 1,300,000 square feet, including the playing surface. You won't want to miss this once-in-a-lifetime event.

## AWARDS BREAKFAST

The awards breakfast annually recognizes the outstanding accomplishments of IAAO members and others in mass appraisal, assessment administration, tax policy, and related disciplines. Come recognize fellow members and others whose contributions advance knowledge and professionalism in the industry.

## EDUCATION SESSIONS

Eight education tracks and one plenary session are offered starting Monday, September 19. Check [www.iaao.org](http://www.iaao.org) for updates. The plenary session is "Mortgage Fraud" presented by representatives of the U.S. Department of Justice and the Federal Bureau of Investigation.

## EXHIBIT HALL

The exhibit hall is a one-stop opportunity to learn about the many products and services available to support your work. Come and network with industry professionals from more than 25 companies.

## ASSOCIATE MEMBER COMMITTEE (AMC)

### AUCTION

Sponsored by the AMC, the auction is an opportunity to support IAAO by donating items, bidding on items or both! Proceeds benefit IAAO education programs and other initiatives for IAAO members. Donations forms are available at [www.iaao.org](http://www.iaao.org).

## OFFICIAL CONFERENCE HOTEL

The headquarters for the annual conference is the Sheraton Phoenix Downtown Hotel. To learn more about the hotel visit [www.starwoodhotels.com](http://www.starwoodhotels.com). Book your sleeping rooms early and receive a rate of \$169 single/double plus 13.27% tax per night. Call 602.262.2500 and reference International Association of Assessing Officers or book online at <http://www.iaao.org/events/AnnualConference.cfm>. Room rates are based on availability so make your reservations early.

## AIR TRANSPORTATION

Phoenix Sky Harbor International Airport is serviced by most major airlines. For more information visit [www.skyharbor.com](http://www.skyharbor.com).

## CANCELLATIONS & REFUNDS

Refunds will be honored, less a \$50 processing fee, only if received in writing by August 22, 2011. No refunds will be made after August 22, 2011.

## BADGES AND CONFERENCE MATERIAL PICKUP

Conference materials may be picked up starting at 2:00 pm on Saturday, September 17, at the main Registration Desk located on the second floor of the conference hotel. Look for signs pointing the way.

### Registration Hours:

Saturday, September 17 .....	2:00 pm–5:00 pm
Sunday, September 18 .....	8:00 am–6:30 pm
Monday, September 19 .....	7:00 am–4:30 pm
Tuesday, September 20 .....	8:00 am–3:00 pm
Wednesday, September 21 .....	8:00 am–Noon

## Phoenix Convention Center Tour

Take a behind the scenes tour of the two million square foot LEED certified Downtown Phoenix Convention Center. Learn about the sustainable energy efficient design, construction and operation of this world class facility. Tours will be Tuesday, September 20 at 1:30 p.m. and 2:30 p.m. This one hour walking tour is available at no charge but limited to 25 per tour. Sign up starting on Monday at the Arizona Local Host Committee Booth. Meet at the Local Host Committee Booth 15 minutes before the tour is to begin.

Tuesday, September 20 .....	1:30–2:30 pm or 2:30–3:30 pm
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## COMPANION TOURS

### Sedona, Arizona Tour

Enjoy many beautiful sites including Oak Creek & Red Rocks. Visit the boutiques, art galleries and the Talaquepaque Arts & Crafts Village where there is superb pottery, elegant glass, clothing art and sculpture.

Sunday, September 18 .....	7:00 am–4:00 pm
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### Valley of the Sun Tour

This tour will include Scottsdale, Tempe, and the Phoenix downtown area.

Monday, September 19 .....	8:00 am–1:00 pm
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### Taliesin West Tour

At the foothills of the McDowell Mountains, just a few miles northeast of Scottsdale and surrounded by the Sonoran Desert, is the 600-acre Taliesin West. This national landmark was designed and built by Frank Lloyd Wright. Following a tour of the facility it will be off to the Desert Botanical Gardens.

Tuesday, September 20 .....	9:00 am–1:00 pm
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### Scottsdale, Arizona, Shopping Trip

Shopping tour to Scottsdale including Scottsdale Fashion Square, Old Town Scottsdale and Fifth Avenue areas.

Wednesday, September 21 .....	9:30 am–1:30 pm
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There are many other wonderful tours of Arizona available. Please go to the Conference Web page at [www.iaao.org](http://www.iaao.org) for more information and to book your tour.

## GOLF TOURNAMENT—SUNDAY, SEPTEMBER 18

Devil's Claw is home to the 2011 IAAO Golf Tournament. It is one of two courses at the Whirlwind Golf Club in Chandler, Arizona. Draped over 242 acres of desert landscape, the course reflects the pristine beauty of the mountainous desert terrain. Affording spectacular views of the surrounding Sierra Estrella Mountains, Devil's Claw impresses and challenges golfers of all skill levels. Transportation departs from the Sheraton Phoenix Downtown Hotel at 6:30 a.m. and returns to the hotel by 2:30 p.m. Start time is 8:00 a.m.

## WHAT TO WEAR

Business casual is appropriate dress for the conference except for the Wednesday evening Closing Banquet. Eveningwear or formalwear have traditionally been worn for this event. Business attire is also acceptable.

## Tracks/Sessions Overview

### PLENARY

- Mortgage Fraud  
*Presented by representatives of the U.S. Department of Justice and Federal Bureau of Investigation*

### COMMERCIAL PROPERTY APPRAISAL

Presentations addressing a variety of property valuation issues facing assessors today. This track will assist your jurisdiction in the valuation of commercial properties.

- Landfill Expansion Announcement—Adjacent Property Valuation Issues
- Improve Hotel, Resort and Casino Assessment
- Understanding the Key Elements of Sustainable Construction
- Commercialization of Natural Recourses
- Regional Mall Valuation Issues for Assessment Purposes
- Mass Appraisal in a Down Market
- Market Value: “Working Without a Net”
- Fraud in the Data World
- Stochastic Analysis Applied to Ad Valorem Appraisal of Real Property

### PERSONAL PROPERTY APPRAISAL

Personal Property appraisal topics will be addressed in this track. Sessions will cover a variety of topics from wind farms to pipelines to automated personal property filings.

- It's Not Personal, it's Real Estate
- The Cost Approach's Role in Dealing with Commercial/Personal Property Appraisal Issues
- Challenges in Appraising Pipelines
- The Valuation of Mineral Properties Using the Capitalization of Royalty Income
- Issues Involving the Valuation of Wind Farms
- Zoning, Development Rights and Commercial Land Valuation
- Business Attraction through Personal Property Tax Reductions in Arizona
- 21st Century Technology: Automating the Tax Office

### RESIDENTIAL APPRAISAL ISSUES

Presentations cover current market trends involving the distressed real estate market, statistical data to predict supportable values, innovative method to estimate effective age and the stigma of landfills near residential areas.

- Residential Valuation in a Distressed Market
- The Foreclosure Problem is Not Going Away—Addressing the Issue of Distressed Sales in a Revaluation Cycle
- Sun City—Active Adult Community
- 21st Century Real Estate: The Age of Derivatives
- Interactive Valuation Products: The Battle Between Authenticity and Pseudo-Valuation
- Measuring the Negative Influence of Foreclosure-

Related Sales

- Justifying Effective Age
- Joint Research Project Proposal on Prioritizing Inspection Area Priorities between Municipal Property Assessment Corporation & British Columbia Assessment Authority

### TAX POLICY AND APPRAISAL STANDARDS

Tax policy questions and the impact of judicial decisions on the property tax system are addressed. Best practices and appraisal standards will also be presented.

- Forestland Valuation Concepts for Property Tax Purposes
- Lincoln Institute of Land Policy: Preserving the Property Tax Base
- The Economy, The Challenges—for Assessment Administrators in a Declining Market
- Property Taxes on Non-profit Organizations: Results of a Multistate Survey
- Tax Exemptions for Non-Profit Properties: What is a Charitable Use?
- Keeping Your Critique Compliant
- The Good, Bad, and Ugly of Assessment Practices and Property Tax Policies—The Final Showdown!
- Valuation of Land Trust Property in the State of New York
- Measuring the Stability of the Three Legged Stool for Funding State and Local Government in Times of Financial Crisis

### TECHNOLOGY

Technology is changing fast. Creative utilization of technology is the focus of this track and will include discussions on development, selection and implementation of the latest technology tools.

- Is Your Web Site Working For You? Creating a Two-Way Street with Your Customers
- Parcels 2.0 @ Maricopa County, AZ
- Process and Results of Sketch Validation and Change Detection
- Creating & Using Sketch Data in GIS
- Managing Cadastre Data and the Parcel Fabric using GIS
- Visualizing Assessment Data using Low Cost Solutions
- Case Studies on Using Public Records to Detect Homestead Exemption Fraud and Boosting Tax Revenue
- Parcel Inspections Using GIS and Aerial Photography
- Enhanced Data Visualization Through Simplified Live GIS/CAMA Integration
- CAMA/GIS on the Web

### PERSONAL DEVELOPMENT

Personal development issues are a challenge in tough

economic times. Presentations in this track are designed to help manage challenging issues in a rapidly changing world.

- GIS 101 for Assessors
- Social Media and Your Jurisdiction: What You Need To Know
- I Can't Do That! Wait, Yes I Can!
- Understanding the Mechanics of Testifying in a Formal Appeal: Direct, Cross, Re-direct and Re-cross Examination
- Best Practices for Technology Procurement
- Incorporating Ethics Across the Organization
- IAAO Demonstration Appraisal Writing/Grader's Workshop

### MANAGEMENT

Every day you deal with challenges in your offices from people to finances to technology. Sessions will assist you in improving the atmosphere of your office and business processes.

- Revaluation and Demographics: The Normal, Boom and Bust
- How to Find Delinquent Taxpayers
- The View from Both Sides....Contingency Fees...the Good, the Bad, the Ugly
- The Paperless Appeal Period
- So, You're Buying a CAMA System...What About Your Users?
- State of Maryland CAMA Roll Out: Around the State in 60 Days
- GIS Applications Supporting State Assessment Administration
- Organizational Trust
- The Role of Addresses in the Assessor's Office—Issues, Challenges, and Solutions

### IAAO—SPANNING THE GLOBE

This track will provide attendees information about the issues and projects facing IAAO, local, national and international.

- An Insight into the Property Market in Spain: The Perspective of a Local Tax Agency
- An International Perspective—Property Taxation the Australian Way
- International Special Committee Report
- Report on Property Taxes Around the World
- Change Management—Non-Residential CAMA Valuations
- Turning Back the Clock—Not Good!
- 2011 Ratio Study Survey: Preliminary Results and *Standard on Verification and Adjustment of Sales*
- Spotlight on Chapters and Affiliates
- How to be in Two Places at Once—Mailing Addresses in Nova Scotia and Australia

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**Please review the following information carefully to avoid delays in your registration.**

### 1. HOW TO REGISTER

Online: visit [www.iaao.org](http://www.iaao.org).

Fax: Send completed registration form with credit card payment to 816/701-8149.

Mail: Send completed registration form and check or money order to IAAO's Lockbox: IAAO, PO Box 504183, St. Louis, MO 63150-4183.

### 2. IMPORTANT DATES

**Monday, July 25:** Discount early-bird deadline

**Sunday, August 21:** Hotel reservation discount deadline

**Monday, August 22:** Advanced registration deadline

### 3. REGISTRATION FEES

The member and nonmember registration fees for the IAAO Annual Conference include: education and plenary sessions, Sunday Welcome Reception, Monday Opening Ceremony, Monday Networking Luncheon, Tuesday Awards Breakfast, Tuesday Attendee Appreciation Lunch, Wednesday Closing Banquet, continental breakfasts, refreshment breaks, conference proceedings, and recertification and continuing education credits.

Guest registration fee includes name badge, admission to Sunday Welcome Reception, Monday Opening Ceremony, Tuesday Awards Breakfast, and Wednesday Closing Banquet, and continental breakfasts, but does not include a conference bag, education and plenary session, and conference proceedings. **Guest refers to a spouse, relative or personal friend, NOT a business associate or staff colleague.**

### 4. REGISTRATION FORM INSTRUCTIONS

Please complete the form so you will be able to fax or mail your registration. Photocopy the registration form as needed. Registration is not complete until the printed form and your payment have been received by IAAO.

Your name badge is your admission to all events. Both guests and full registrants should keep their badge with them at all times.

### 5. MEMBERSHIP

Not a member of IAAO? Join now and save on your conference registration. Regular Membership is available to all officers, officials, and employees of a governmental authority or jurisdiction who have any or all of their duties related to property valuation, property tax administration, or property tax policy; all persons engaged as individuals, or employees of an organization, who exclusively spend their time to

provide professional services to governmental officers, officials, or offices of a governmental authority or jurisdiction in support of the property valuation, property tax administration, or property tax policy functions. Professional services do not include the providing of hardware, software, equipment or the sale of either goods or services to governmental agencies.

Associate Membership is available to all officers, officials or employees of governmental agencies who do not have any duties directly involved in property valuation, property tax administration, or property tax policy; all officers, administrators, employees and enrolled students of educational institutions; individuals involved in or interested in property valuation, property tax administration, or property tax policy; any member of any organization, group, or association, whether local, regional, national, or international, interested in property valuation, property tax administration or property tax policy.

### 6. PAYMENT

Full payment must be received online or with your registration form in order for your registration to be processed. Check or money order payments must be drawn in U.S. dollars and made payable to IAAO. The returned check fee is \$25. Credit cards accepted include Visa, Mastercard, and American Express. Any request to credit your account and apply a different payment type after initial payment will involve a \$50 processing fee. Substitutions are allowed with a \$50 processing fee.

### 7. CONFIRMATION

All registrants will receive a written registration confirmation and receipt via e-mail, fax, or mail from IAAO.

### 8. CANCELLATIONS AND REFUNDS

Guarantees for food service, printing, and space rental cannot be changed by IAAO at the last moment. For this reason we must adhere to strict guidelines. Requests for refunds will be honored, less a \$50 processing fee, only if received in writing by August 22, 2011. No refunds will be made after August 22, 2011. No refunds are given for no-shows. Send your cancellation notice to Lauren Harlan, [harlan@iaao.org](mailto:harlan@iaao.org), or mail to IAAO, 314 W 10th Street, Kansas City, Missouri 64105 or fax to 816/701-8149.

### QUESTIONS?

If you have any questions regarding the Annual Conference, contact Lauren Harlan, e-mail [harlan@iaao.org](mailto:harlan@iaao.org) or call 816/701-8109.

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**STEP ONE—REGISTRANT INFORMATION**

IAAO Member Number: \_\_\_\_\_  Nonmember

First Name \_\_\_\_\_ MI \_\_\_\_\_ Last Name \_\_\_\_\_

Name for Badge \_\_\_\_\_

Employer \_\_\_\_\_ Title \_\_\_\_\_

Work  Home Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Emergency Contact \_\_\_\_\_ Phone \_\_\_\_\_

First-time attendee  Speaker  Volunteer

If you have any special needs, we are here to accommodate you. Please indicate any dietary/physical needs.

Dietary:  Diabetic  Vegetarian  Food Allergies \_\_\_\_\_

Physical:  Please check here if you require special accommodations to participate. E-mail a description of your needs by August 19, 2011 to Lauren Harlan, harlan@iaao.org. After August 19, 2011 we cannot guarantee we can accommodate your request.

**STEP TWO—REGISTRATION FEES**

The member and nonmember registration fees for the IAAO Annual Conference include: education sessions, Sunday Welcome Reception, Monday Opening Ceremony, Monday Networking Luncheon, Tuesday Awards Breakfast, Tuesday Attendee Appreciation Lunch, Wednesday Plenary Session, Wednesday Closing Banquet, continental breakfasts, refreshment breaks, conference proceedings, and recertification and continuing education credits.

Guest registration includes a name badge, admission to Sunday Welcome Reception, Monday Opening Ceremony, Tuesday Awards Breakfast, Wednesday Closing Banquet, and continental breakfasts, but does not include a conference bag, education and plenary sessions, or the proceedings. Please include payment for your guest when you register. **Guest refers to a spouse, relative, or personal friend, NOT a business associate or staff colleague. Sessions will be monitored.**

Guest Name for Badge \_\_\_\_\_

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**STEP TWO—REGISTRATION FEES (CONTINUED)**

	Discount fee by July 25	Received after July 25 and by August 22	On-site fees	Amount
Conference Registration—IAAO Member	\$500	\$600	\$700	
Conference Registration—IAAO Nonmember	\$650	\$750	\$850	
<input type="checkbox"/> NACAO participant (ASFMRA, IRWA, AI, ASA)* Include member ID no. _____	\$500	\$600	\$700	
One-day Registration—IAAO Member <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday (does not include Closing Banquet)	\$275	\$300	\$325	
One-day Registration—Nonmember <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday (does not include Closing Banquet)	\$300	\$325	\$350	
Guest (includes Closing Banquet)	\$200	\$200	\$200	
Additional Closing Banquet tickets (one ticket included with each full registration)	# of tickets _____ X	\$90		
IAAO Education Development Campaign—voluntary contribution				
<b>GRAND TOTAL</b>				

One-day registrations include all education sessions and events for the selected day except for the Wednesday Closing Banquet.

\* North American Council of Appraisal Organizations (NACAO) Discount. Register at the IAAO member rate if you are an active member of one of the following appraisal groups that participate in NACAO: the American Society of Farm Managers and Rural Appraisers (ASFMRA), the International Right of Way Association (IRWA), The Appraisal Institute (AI), and the American Society of Appraisers (ASA).

**STEP THREE—PAYMENT**

Mail: Send completed registration form and check or money order to the IAAO Lockbox at: IAAO, PO Box 504183, St. Louis, MO 63150-4183.

There is a fee to process cancellations and refunds. See policy below. Your registration cannot be processed until full payment is received.

Make check payable to IAAO. Check or money order payments must be drawn in U.S. dollars. Check No. \_\_\_\_\_

If paying by credit card, **pay online** at [www.iaao.org](http://www.iaao.org) or **fax** the completed registration form to 816/701-8149.

VISA  MasterCard  AMEX

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Your signature below authorizes IAAO to charge your credit card the total payment and acknowledges that you have read and understand the cancellation and refund policy shown below.

Cardholder Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Cancellation & Refund Policy: Guarantees for food service, printing, and space rental cannot be changed by IAAO at the last moment. For this reason we must adhere to strict guidelines. Requests for refunds will be honored, less a \$50 processing fee, only if received in writing by August 22, 2011. No refunds will be made after August 22, 2011. No refunds are given for no-shows. Send your cancellation notice to Lauren Harlan, [harlan@iaao.org](mailto:harlan@iaao.org) or mail to IAAO, 314 W 10th Street, Kansas City, Missouri 64105 or fax to 816/701-8149.

**Advance Registration Deadline:** Registrations must be received at IAAO Headquarters by August 22, 2011 in order to be included in the attendee list and to guarantee availability of preprinted materials. Registrations received after August 22, 2011 will be processed on-site.