

INTERNATIONAL ASSOCIATION OF ASSESSING OFFICERS 2011 ANNUAL REPORT

IAAO 2011 EXECUTIVE BOARD

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*IAAO is only the very best source to be
the very best at what our charge requires
of us.*

Alveno Ross Augusta—
Richmond County, Georgia

Message from 2011 President Bruce Woodzell

Dear IAAO Members,

Faced with the challenges of current economic conditions, IAAO demonstrated again true success and leadership for its members in 2011. By adapting to the needs of its members, IAAO has truly become a valuable international resource that will continue to grow in the future.

In 2011, the association focused on rewriting educational materials and creating new online courses. These efforts have been well received, as indicated by increasing course enrollments. Members and nonmembers alike have expressed a renewed interest in advancing their careers through all IAAO education opportunities. A renewed interest has also been shown in IAAO professional designations.

At IAAO we recognize our members needs' for efficient and environmentally friendly solutions and realize that investing in these solutions generates membership value for the near and long term. Self-study courses were offered as a cost-effective alternative to classroom education, and Webinars provided additional diverse learning opportunities.

IAAO publications, including the new textbook *Fundamentals of Mass Appraisal*, complemented updated educational offerings.

Outstanding products such as an upgraded AssessorNET and introduction of the *Fair & Equitable Digital Edition* provided additional communication choices to fit individual preferences and take advantage of enabling technologies.

The Paul V. Corusy Memorial Library installed InfoTrac, a new database for 24/7 researching journal articles; it is available in 11 languages and as visual or audio files.

The annual conference in Phoenix offered a world-class networking and learning experience, and I commend the Arizona Local Host committee for all their dedication and hard work.

Relationships with our local chapters, affiliates, and international members were strengthened and are anticipated to grow stronger each year.

Financially, IAAO is on solid footing, with healthy reserves and worthwhile investments in infrastructure improvements and upkeep of the headquarters facility.

Thanks again to the 2011 IAAO Executive Board, committee volunteers, Executive Director and staff, and all the members of IAAO for their contributions that made 2011 such a success.

The stage is set for IAAO to maintain its role as an educator, innovator, and international leader in mass appraisal and assessment administration. With that in mind, I am pleased to share with you the 2011 Annual Report.

All the best,

Bruce Woodzell

PROFESSIONAL DEVELOPMENT

Twenty years ago, the Virginia Association of Assessing Officers challenged other states to increase the number of IAAO professional designees and, ultimately, professionalism in the assessing field. In 2011, a record 55 members received their IAAO designation, with Florida and North Carolina tying for the most new designees and 145 new candidates entering the professional designation program.

The 32nd Legal Seminar was held in New Orleans, Louisiana. Attorneys and assessment professionals from 29 states and Canada attended the seminar. Sessions covered case law updates, valuation of billboards, telecommunications property and equipment, omitted property and back tax assessments, contract rent and market rent in commercial property valuation, the Commerce Clause and ad valorem taxation of gas, oil, and petroleum products, and the boundaries of proper ethical conduct in property tax representation.

The annual GIS/CAMA Technologies Conference explores the importance of geographic information systems (GIS) and computer assisted mass appraisal (CAMA) systems in providing access to data and analysis of information for better decision making within a jurisdiction. Held in partnership with the Urban and Regional Information Systems Association (URISA), the 2011 event in Memphis, Tennessee, "Lose the Blues: Using GIS and Valuation Technology to Increase Efficiencies in the Assessor's Office," had 274 attendees.

Phoenix, Arizona was host to the 77th Annual International Conference on Assessment Administration, "Transforming Assessment: Rising to Meet New Challenges." The 1,032 attendees from 47 states plus Washington D.C., 8 Canadian provinces, and 10 countries had the opportunity to choose among 64 educational sessions and numerous networking events. The timely plenary session focusing on mortgage fraud was led by an FBI Agent and U.S. District Attorney. Dr. Joyce Yanyun Man of Peking University and the Lincoln Institute of Land Policy presented a session on the property tax system in China.

Online communication and exchange capabilities grew substantially in 2011 with a revision and upgrade to AssessorNET. In addition to posting and responding to questions from peers, member now can participate in a discussion group; start a blog; use a mobile AssessorNET QR code; share documents; and provide online member profiles.

This year's annual conference in Arizona was absolutely amazing. The courses and guest speakers were some of the best in recent memory, and I heard nothing but great feedback. I feel such a sense of camaraderie at these conferences. The bond we share is priceless.

Edye McCarthy, Town of Greenburgh, New York



The CAE designation has given credibility to my capabilities as an assessor in the eyes of the public as well as other professionals.

Ralph Neely, CAE,
Mecklenburg County, North Carolina



2011 STATISTICS

Members

7,121

Member Retention

87%

Representatives

125

Affiliates

50

Chapters

26

Countries

25

EDUCATION

In 2011, IAAO offered a total of 638 courses, workshops, one-day forums, and on-line courses serving a total of 6,630 students.

Offering Type	Offerings	Students
Courses	185	3819
Workshops	76	1607
One-day Forums	21	848
Online Courses	356	356

This was the second year for a unique series of IAAO Webinars designed to provide members with convenient education at a reasonable price for any budget. More than tripling the previous year's offerings, IAAO provided 11 Webinars in relevant and timely subject areas. Market expert Peter Korpacz presented quarterly market updates; other Webinars included Income Capitalization Approach for Skilled Nursing Facilities; Claiming the Unclaimed; Bringing Market Trend Data to the Local Level; and Customer Service Is Priority #1.

A contract was signed in 2011 with eLogic as the vendor for moving IAAO courses to a new online format. As a vendor, eLogic will provide access to its Learning Management System (LMS). IAAO will focus on content, while eLogic makes the materials engaging to the online learner. IAAO Workshop 452—Fundamentals of Assessment Ratio Studies is the first to move to this online format.

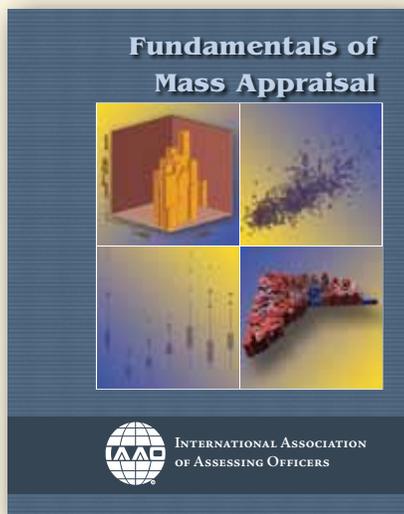
In 2011, IAAO published *Fundamentals of Mass Appraisal*. This essential resource contains substantial information on developing a mass appraisal system, building and calibrating models, and conducting a revaluation.

Courses 101—Fundamentals of Real Property Appraisal, 102—Income Approach to Valuation, and 300—Fundamentals of Mass Appraisal were revised in 2011 to take advantage of the revised textbooks *Property Assessment Valuation* and *Fundamentals of Mass Appraisal*. Course 601—Cadastral Mapping—Methods & Applications and Workshop 651—Geographic Information Systems for Assessors were also updated.

In 2011, IAAO partnered with McKissock, LP to provide members with an online option for meeting their *Uniform Standards of Professional Appraisal Practice* (USPAP) continuing education requirement. This joint effort provides an on-line version of the 7-Hour National USPAP Update course, which can be used to satisfy continuing education for state licensing agencies.

Course 402—Tax Policy is very informative and that I would highly recommend it to others.

Course evaluation comment



Course 400—Assessment Administration has excellent material—very organized and applicable to my job.

Course evaluation comment

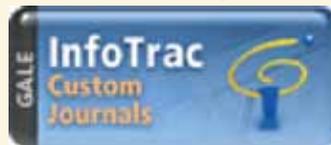
RESEARCH

The Paul V. Corusy Library Trust Fund experienced substantial growth through the “I’m a Friend” campaign launched in 2011. The fund provides grant opportunities for research on mass appraisal, tax assessment, and tax policy.



In 2011, there were 7,865 total downloads from databases and documents delivered through the Paul V. Corusy Library. With the average cost of an article from other document delivery libraries being \$15, IAAO members saved \$117,975 for their jurisdictions (and taxpayers) by using the IAAO library services rather than alternative document delivery services.

New to IAAO in 2011 was the InfoTrac Custom Journal Database. This service contains 100 real estate appraisal and public administration periodicals and indexes and more than 500,000 articles. The database has a feature that can translate articles from English into 11 languages and can convert full-text articles to podcasts for downloading to a personal listening device.



Four issues of the *Journal of Property Tax Assessment & Administration* were published in 2011. The journal, developed in partnership with the International Property Tax Institute (IPTI), is a benefit of membership that provides an international forum for the dissemination of theoretical and practice-based research in the fields of property tax assessment and administration. Articles included “Property Tax as Legislated and Practiced in Gabon,” “Property Taxation in Senegal: Legislation and Practice,” and “To Market, To Market: Establishing an Approach to Market Value for Special Purpose Properties That Is Fair.”

The monthly *Fair & Equitable* magazine featured articles written by members for members, that shared perspectives and research on today’s assessment issues, association news, educational course listings, events coverage, an events calendar, and classified advertising. In 2011, members were provided with *F&E Digital Edition*, a green (electronic) publication delivery option with benefits including search by keyword, translation of page content into 10 languages, live links, and use by mobile devices. Since *F&E Digital Edition* was launched in June 2011, there have been 2,445 visits to the access page on the Web site.

In the spring of 2011, IAAO conducted a Membership Interest Survey. Results are being used to provide members the programs and services that best meet their needs, to develop efficient delivery methods for those programs, to recruit new members, and to retain current members. Information gathered included primary reasons for joining IAAO.

In 2011, IAAO conducted a State and Provincial Ratio Practices Survey. The last such study took place in 2008. The survey and subsequent report provide a comprehensive overview of existing ratio study practices and thus allows oversight agencies to standardize their practices using prevailing practices as a benchmark.

TECHNICAL ASSISTANCE

IAAO maintains technical standards to provide a systematic means by which assessing officers can improve and standardize operations in their offices. The *Standard on Mass Appraisal of Real Property* and the *Standard on Public Relations* were revised in 2011.

In November, IAAO President Bruce Woodzell and Director of Professional Development, Larry Clark, CAE, lectured on the mass appraisal process at the winter meeting of the Russian Society of Appraisers (RSA) in Moscow. RSA is the profession organization of valuers in Russia with approximately 7,000 members.

The Appraisal Qualification Board requires that state regulators have documentation in the form of reports, certifications, file memoranda, or other evidence that the work performed is compliant with the *Uniform Standards of Professional Appraisal Practice (USPAP)*. To assist in compliance with new requirements, a *Mass Appraisal Revaluation Template* and *Mass Appraisal Revaluation Log* were developed and made available to IAAO members through the association Web site.

Promoting innovation and excellence in property appraisal and tax policy, IAAO provides objective advice to assessment jurisdictions around the world through the Technical Assistance Program. Projects in 2011 included Philadelphia, Pennsylvania and Hawaii County, Hawaii.



Report of the Executive Director Lisa Daniels

In spite of difficult economic times worldwide, especially for municipalities, 2011 was a very successful year for IAAO. Very much like our members, we have tightened our belts at headquarters and continued our dedication to the financial health of the organization, while continuously looking for ways to provide outstanding member benefits. Some of the benefits added or enhanced in recent years are now cited as the primary reasons that members renew year after year in spite of the tough times.



AssessorNET, our online discussion forum, got a new look this year as well as enhanced functionality. I've been told by members that this benefit alone is worth the price of their annual dues. In addition to that, our Research Services have taken off and members have become more comfortable when searching for the information they need. With the help and encouragement of staff, many are realizing that this new digital world places a multitude of new resources right at their fingertips. It's a pleasure to bring this to our members and a point of organizational pride that we are the caretakers of such a unique collection of documents. There is none other like it in the world.

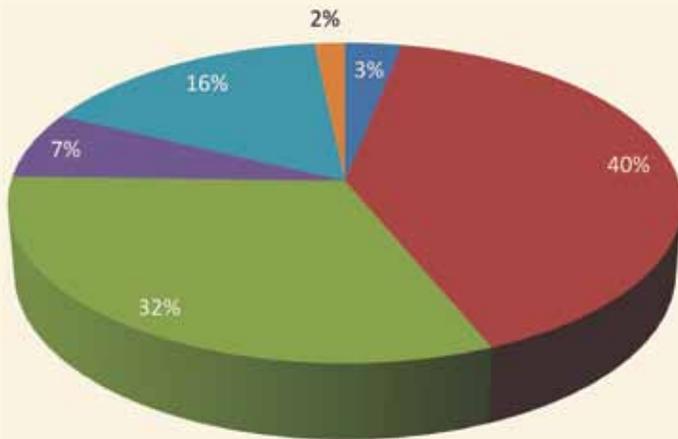
After years of planning and moving in the right direction, 2011 was the year we made the most progress toward our goal of a more robust online learning system. We have continued to add to the list of short courses offered, and established a portal to a firm that offers an online version of the USPAP Update course. Finally, we entered into a contract with *eLogic*, the company that will provide our online learning management system. Our first course offering is *Fundamentals of Assessment Ratio Studies*, with many more courses to follow.

Part of 2011 was spent putting together a five-year plan outlining where we think the organization is headed. Although the individual activities will vary widely from year to year, it's clear that the future is all about technology. What can we provide to you digitally? What can we give you access to at your desktop? How can we help you do more with less? How can we continue to give you superior member benefits and make sure that you're aware of all that is available to you?

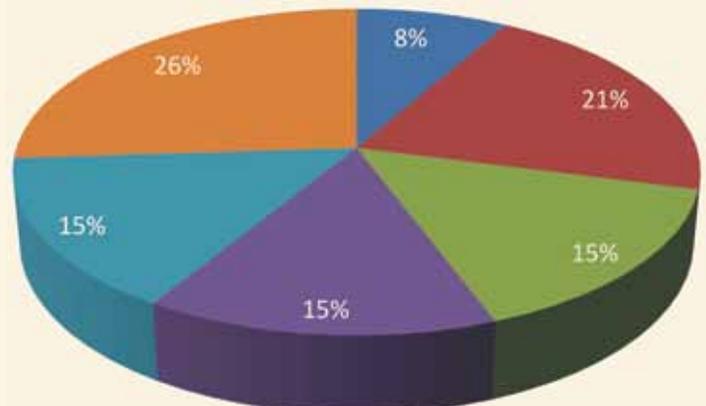
As we ponder these and so many more questions in 2012, I wanted you to know that we are always open to your ideas and suggestions. Our progress is fully dependent on an active and engaged membership. We move forward only with your involvement. Thank you for being a vital part of our success.

Sincerely yours,

Lisa J. Daniels, MPA
Executive Director



Revenue



Expenses

- Research and Information
- Education and Professionalism
- Membership Services
- Publications and Marketing
- Annual Conference
- Management and General

*The 2011 annual audit and statements of financial position will be published separately.

IAAO 2011 Committees

Committee	Chairperson
Associate Member Committee	JoAnn F. Pierson
Audit Committee	Anthony S. Kweku
Budget Committee	Debra Asbury
Chapter Bylaws Special Committee	Edward A. Crapo, AAS
Coalition of Geospatial Organizations	Neal D. Carpenter, CMS
Communications Committee	L. Wade Patterson
Conference Content Committee	Martin D. Marshall
Councils and Sections Committee	Carol N. Kuehn
Curriculum Development Special Committee	Scott G. Winter, RES
Ethics Committee	Peter C. Weissenfluh
Friends of the Paul V. Corusy Library Trust Committee	Melinda C. Fonda
International Special Committee	Jose Lopez-Garrido
Jeff Hunt, CAE, Memorial Candidates Trust Committee	Kirk F. Boone, PPS
Legal Committee	Thomas A. Jaconetty, Esq
Member Recognition Committee	Sheila Crapo
Membership Services Committee	Wendel Ingram, Jr
Nominating Committee	Bill Carroll
Planning and Rules Committee	Robert M. Boley, AAS
Professional Development Committee	James F. Todora, CAE
Education Subcommittee	Barry D. Couch, CAE
Instructor Relations Subcommittee	Robert P. Graham, II, AAS
Professional Designations Subcommittee	Heather Drake, CAE, RES
Research Committee	August Dettbarn
Scholarship Committee	William Birkle, AAS
Technical Assistance Committee	Roland S. Ehm
Technical Standards Committee	Alan S. Dornfest, AAS
Timothy N. Hagemann Memorial Membership Trust Committee	Elysa K. Lovelady
USPAP and Appraiser Regulatory Advisory Committee	Guilford W. Bulman, CAE
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Past Presidents Council	Marion R. Johnson, CAE
Personal Property Section	William M. Long, Jr
Mapping and GIS Section	William B. Wetzel
Metropolitan Jurisdiction Council	Tim Boncoskey
State and Provincial Council	Ruth A. Sorensen
Computer Assisted Appraisal Section	Mary Jo Starostka
Public Utility Section	Jeff Amburgey
Tax Collection Section	Christina Morton



Certificate of Excellence in Assessment Administration

Since its inception in 2004, the IAAO Certificate of Excellence in Assessment Administration program has recognized governmental units and individuals involved with assessment that integrate best practices in the workplace. IAAO has recognized 10 jurisdictions to date. 2011 saw the program grow from seven to 15 candidates. Jurisdictions receiving the Certificate of Excellence in Assessment Administration in 2011 were City of Hampton, Virginia; Clay County, Florida; Pinellas County, Florida; and Johnson County, Kansas was recertified.

