Dear Fellow IAAO Members,

It gives me a great sense of pride, joy and accomplishment to report on the outstanding year of 2013 for our organization. We effectively navigated the rapids of the challenging economy and enjoyed significant success and progress in so many of our initiatives. These accomplishments have come to IAAO on both our domestic and international focus and will serve as a catalyst for our continued future success.

Financially, 2013 was one of the best on record for IAAO. The organization experienced improvement on practically every component of our financial statement. This financial strength and stability allows IAAO to bring the resources needed to update and improve our education offerings, to develop value added benefits for our members and stakeholders and to support and grow as necessary our outstanding, member focused, professional staff. Our financial position is primary to our continued success.

Membership grew in 2013 to over 7,400 and our membership retention rate was maintained at over 90%. The IAAO member retention rate is the envy of most similar organizations and is a tribute to our loyal members, our outstanding professional staff and our focus on providing value added benefits for our membership. Our exceptional Chapters and Affiliates grew in number and we all will now benefit from new participants in our organization. Our diverse and committed membership is also primary to our continued success.

IAAO enjoyed a banner year in our professional development with 825 new candidates for our designations. We also recorded significant growth in the number of students and the financial revenues from those offerings. The IAAO Executive Board committed to fund significant financial resources to provide for new offerings and updates to those current workshops, books and courses. IAAO is recognized around the world as a leader in providing education in mass appraisal, assessment administration and tax policy. Updated and quality education will best serve our members and our continued success.

We now have a new and improving website and a new logo and brand to share our IAAO message. The IAAO 2013 Annual Grand Rapids conference was an exceptional event offering world class education and networking. This event was supported by an outstanding local host committee and a great number of hard working volunteers under the direction of our professional staff. Please mark your calendar now for the 2014 Annual Conference in Sacramento, California, August 24-27.

Great progress was made on our IAAO International focus on a number of our initiatives. An International plan was adopted and our International Committee was approved as a standing committee. We also signed agreements with the Russian Society of Appraisers for translation rights to our IAAO standards and with the Korean Association of Professional Appraisers for educational translation rights. Our annual conference was again attended by representatives from a variety of worldwide valuation organizations. Our IAAO/IPTI conference held in November enjoyed greater success than anticipated.

The great strength and success of IAAO comes from its committed and loyal membership, our exceptional professional staff and our many generous vendors and supporters. The three legs of our support were strong and steady in 2013. It has been my privilege and honor to serve as your 2013 President and I share with you this 2013 annual report.

Best success and thanks,

Robert Turner, Sr

IAAO.org
EXECUTIVE DIRECTOR’S REPORT

The annual report is IAAO’s way of “posting our grades” for the members to see. We hope you will think that we have scored well, done our homework, and propelled the organization forward during 2013. Inside this document you’ll find reports about member growth, a successful conference, new marketing initiatives and overall improvements in the member experience.

International outreach, one of the primary initiatives of the past several years, saw tremendous progress in 2013, as we put solid plans behind our rhetoric to become more global. The International Special Committee is to be commended for not only showing leadership on the issue, but preparing the new standing International Committee, appointed for the first time in 2014, with solid help in the way of guiding principles for how we move forward. They also took time to educate the IAAO volunteer committee members and the staff on how we need to reach out to those in the property valuation profession worldwide.

Along those same lines, the Technical Standards Committee put the finishing touches on an International Guidance Paper on Mass Appraisal and Related Tax Policy. This paper was created with input from around the globe, and is designed to assist our global audience with their issues of professionalism and consistency. Approved at the beginning of 2014, the Guidance Paper is another tangible sign of our reach outside North America.

The IAAO staff has grown to 23 individuals, and our budget to just under four million dollars per year. In spite of the fact that staff take on more and more projects, we find that our volunteers are also taking on more. In the past several years there have been a number of permanent standing committees added. With Special Committees and others appointed to accomplish task-oriented assignments, IAAO’s dependence on volunteer leadership is as constant as ever. Member input is regularly sought, and IAAO leaders are always anxious to find new ways of meeting member’s needs. For the tenth year running IAAO dues have remained stable, with no increase in fees. Conference registration fees also remain stable with no increases. We are always trying to be mindful of tightened government budgets, and continue our pledge to give you as much as we can at the lowest cost possible. In addition to a special end-of-year discount in 2013 for candidacy fees, IAAO also lowered the cost of obtaining transcripts in 2013.

IAAO is, at its heart, a learning organization. Our courses, workshops and forums, along with webinars, conferences, seminars and events are all designed to raise the stature of both the profession and the professional. In the past five years we’ve seen an exponential increase in the resources that we make available through our Paul V. Corusy Memorial Library, and a concerted effort to train members on how to access those resources themselves. In 2013 we increased our digital presence with more online courses, digital e-books for purchase and viewing, access to regular webinars and answers at members’ fingertips through the library, our AssessorNET forum and networking opportunities.

In the final months of 2013 the new IAAO website was rolled out, and with it came the new AssessingINFO newsletter. Designed to be a newsletter serving the entire profession, AssessingINFO is now published and distributed electronically on the first and third Thursday of each month. Member submissions of ideas and suggestions are always welcome.

Wrapping up the year, during the IAAO Executive Board meeting in October 2013, it was decided that the designation candidacy fees would be waived for the remained of 2013. Apparently many prospective candidates were just waiting for the opportunity to apply and needed a slight push. In 2012 we had a total of 185 new candidates for the year. In 2013, we’re proud to announce that the number of new candidates for the year stands at 825! That’s an increase of almost 350%! The next several years will be spent servicing all of the candidates going through the program and making sure that they get what they need to be successful.

In conclusion, thanks to our membership, our leaders and a wonderful staff, 2013 has been another record-breaking year. With your continued support, we look forward to more good things in 2014.

Lisa J. Daniels
**IAAO ANNUAL REPORT 2013**

**Who’s Who**

**2013 Executive Board**

**Officers**
Robert Turner, President
Kim Lauffer, RES, President-Elect
Martin D. Marshall, Vice President
Debra Asbury, Past President

**Board Members**
Tim L. Boncoskey
Heather Drake, CAE, RES
Melinda Fonda
Brian E. Gordineer, AAS
Kenneth L. Joyner, RES, AAS
David McMullen
Kenneth W. Voss, CAE, Associate Member
Scott G. Winter, CAE, RES
Randy Ripperger, CAE
James W. Weaver, CAE, AAS

**Directors**
Lisa J. Daniels, CAE, MPA, Executive Director
Christopher Bennett, Publications
Angela Blazevic, AAS, Administration
Larry Clark, CAE, Professional Development
Aubrey Moore, CMP, Meetings
Mary Odom, MLS, Library Services
Robin Parrish, Membership

**Committee Chairs**

**Associate Member Committee**, Lourdes Aguiar
**Audit Committee**, James W. Weaver, CAE, AAS
**Budget Committee**, Kim M. Lauffer, RES
**Chapters and Affiliates Committee**, Raymond E. Beattie, Jr
**Communications Committee**, Manuel N. Gallegos
**Conference Content Committee**, Rick L. Kuehler
**Councils and Sections Committee**, Faye Tate
**Education Subcommittee**, David B. Sanford, CAE
**Ethics Committee**, Peter C. Weissenfluh
**Friends of the Paul V. Corusy Library Trust Committee**, Anthony R. Hagenstein, CAE
**Instructor Relations Subcommittee**, Ronald D. Gibbs, CAE, AAS
**Jeff Hunt, CAE Memorial Candidates Trust Committee**, Linda B. Brown, RES, CAE
**Legal Committee**, Deborah Sue Cartwright
**Local Host Committee**, Scott A. Engerson, Kellianne M. Nagy, CAE
**Member Recognition Committee**, Edye B. McCarthy
**Membership Services Committee**, William H. Healey, Jr
**Nominating Committee**, Debra J. Asbury
**Past Presidents Council**, Josephine Lim, PhD
**Planning and Rules Committee**, Carol N. Kuehn
**Professional Designations Subcommittee**, Darwin Lee Kanius, CAE
**Professional Development Committee**, Edward A. Crapo, AAS
**Research Committee**, Ron Rakow
**Scholarship Committee**, Sam A. Davis, CAE
**Technical Assistance Committee**, Gregory H. Daniels, CAE
**Technical Standards Committee**, Albert “Bill” W. Marchand
**Timothy N. Hagemann Memorial Membership Trust Committee**, Teresa D. Hattemer, RES
**USPAP and Appraiser Regulatory Advisory Committee**, John F. Ryan, CAE
**CEAA Special Committee**, William Wadsworth
**Infrastructure Review Special Committee**, Fred Chmura, AAS
**International Special Committee**, Dorothy Jacks, AAS, David McMullen
## Professional Development

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<th>Course Type</th>
<th>2012</th>
<th>2013</th>
<th>Change</th>
<th>Percent</th>
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<td>Five-Day Courses</td>
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<td>Self-Study</td>
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<td>202</td>
<td>+99</td>
<td>+96%</td>
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### New Educational Offerings in 2013

**Course 331 – Mass Appraisal Practices and Procedures**  
* Rolled out at the Annual Conference and piloted in Florida in December

**Online Course – Introduction to GIS**

### Professional Designations

A change in education guidelines effective January 1, 2014 helped push a dramatic increase in the number of designation candidates.

2013

825 new candidates

Winner of the 2013 Virginia Cup – Saskatchewan, Canada

*The state or province with the most members receiving an IAAO Professional Designation since the previous Annual Conference.*

“This course was challenging, very well laid out, and the order of operation was impressive for me as an Administrative Coordinator II and not an appraiser. It pulled so many things together in an understandable, obtainable fashion that just when I thought I was getting tense, light bulbs started going off! Keep pushing us all IAAO, I love it.”

~Evaluation by Online Course student
Membership in 2013 showed a significant increase over year-end membership dating back to as far as almost 2008 thanks to the yearly membership recruitment programs and the designation program changes including the waiving of the application fee at year-end. The 2013 membership retention rate continued to be exceptional at 90.4%.

Global Numbers

450 individual members in 25 countries outside of the U.S.: Albania, Australia, Bahamas, Barbados, Canada, China, Greece, Grenada, Hong Kong, Iceland, Ireland, Republic of Korea, Latvia, Mauritius, Netherlands, New Zealand, Pakistan, Philippines, Romania, South Africa, Spain, Thailand, Turkey, United Kingdom, Zambia

12 Affiliates in seven countries outside of the U.S.: Canada, China, Japan, Republic of Korea, Lithuania, Russian Federation, United Kingdom

Two new chapters, three new affiliates.

Member Resources

The IAAO Webinar Series continued to attract numerous participants. A total of 13 webinars were offered in 2013.

The online IAAO Career Center recently celebrated its first anniversary and gained momentum in twelve months with 158 employer registrations; 225 jobseeker registrations; 94 jobs being posted; and 60 resumes being posted.

Twelve issues of the IAAO Insider electronic newsletter were published providing chapters, affiliates and Reps with pertinent association news.

Social Media

Interest in social media continued and the association saw an increase in Facebook followers in 2013. IAAO’s LinkedIn page and group continued to be popular. IAAO members and nonmembers used this group to share and discuss industry information, trends and career advice. Immediately prior to the 2013 Annual Conference, IAAO launched accounts on both Twitter and Instagram, both using the name IAAOHQ. Members, partner organizations, and exhibitors used these tools, and mentioned IAAO in posts and hashtags months prior to the Annual Conference.
**RESEARCH**

**PAUL V. CORUSY MEMORIAL LIBRARY**

- **747** new materials added to the library collection
- **42** eBooks acquired for the digital library collection
- **526** reference requests filled
- **4,319** documents delivered to members

The *Electronic Government Documents Directory* was launched at the 2013 Annual Conference and is available to members. The directory provides assessment professionals easy access to major property tax documents published by state/provincial tax commissions, departments of revenue, departments of taxation, etc.

The Institute of Municipal Assessors (IMA) in Ontario, Canada donated their 800 volume library of assessment materials to IAAO which will be integrated into our collection and made available to IAAO members during the coming year.

**CERTIFICATE OF EXCELLENCE IN ASSESSMENT ADMINISTRATION**

IAAO recognizes governmental units involved with assessment that integrate best practices in the workplace through the Certificate of Excellence in Assessment Administration award. The challenging and rigorous program is a self-conducted evaluation of specific, accepted, assessment administration and appraisal practices as defined in the IAAO publication *Assessment Practices: Self-Evaluation Guide*. Five jurisdictions received the Certificate of Excellence in Assessment Administration in 2013 bringing the total recipients to 24.

- City of Regina, Saskatchewan, Canada
- Carteret County, North Carolina
- Wichita Central Appraisal District, Texas
- Williamson Central Appraisal District, Texas
- Dallas Central Appraisal District, Texas

Dallas Central Appraisal District receiving the Certificate of Excellence in Assessment Administration
2013 was a year of technological advancements for IAAO meetings. Online meeting registration and online travel booking was provided for all committee meetings. Complimentary wireless internet access was made available to all attendees at the convention center during the annual conference.

**AnnuAl Joint IAAO/URISA (Urban and Regional Information Systems Association) Conference**

In March, the 17th Annual GIS/CAMA Technologies Conference was held in Albuquerque, New Mexico. It was the most profitable GIS/CAMA Conference since 2008. The conference, with a theme of Emerging Technologies - Rising above the Challenges, drew 323 attendees.

**Annual International Conference on Assessment Administration**

In August, the 79th Annual International Conference on Assessment Administration brought 1,087 attendees to Grand Rapids, Michigan. The conference theme was Navigating the Rapids in Turbulent Times: A Grand Vision. The event kicked off with a welcome reception at the Grand Rapids Public Museum, where attendees had the opportunity to view the Titanic Exhibition.

At the Opening Ceremony, Steven Ford, son of President Gerald R. Ford delivered an exciting keynote address entitled “From the White House to Hollywood: How to be the Director of your Life, not just an Extra.” A total of 48 educational sessions featured such topics as “Commercial: Real and Personal Property,” “Technology, Tax Policy and Administration,” and “Residential Focus.”

**New Joint IAAO/IPTI (International Property Tax Institute) Seminar**

In November, the first Challenges in the Valuation of Unique and Leisure Properties Seminar was held in Hollywood, Florida. There were 88 attendees in the Sunshine State.

**Annual Legal Seminar**

In December, the 34th Annual Legal Seminar was held in Fort Worth, Texas. Out of the 103 total registrants, there were 60 attorneys and 43 non-attorneys. Covered topics included “New Directions in Property Tax Administration,” “Issues in Valuation,” and “Ethics and Public Policy.” Over 96% of Legal Seminar attendees would recommend it to a colleague.

“This is the best property assessment law program around.”
- Robert T. Lee, General Counsel, Tennessee Division of Property Assessments.

**Publications**

**New e-Books**

The IAAO Glossary for Property Appraisal and Assessment has been translated into Spanish. Glosario de Avalúo comercial y avalúo catastral de Propiedades will be available in e-book format in 2014.

English version of Glossary for Property Appraisal and Assessment
Publications

Major Survey Conducted

The Ratio Practices Survey explores current practices and issues in ratio studies in states of the United States and provinces in Canada, and a few local jurisdictions that are not subject to review by a state or provincial oversight agency in terms of frequency of studies, standards used to evaluate results, and final use of results. A version of the survey began as early as 1975. The third iteration of the Ratio Study Practices Survey was completed in 2013.

Presentations and published articles on the survey include a narrative discussion of responses and trends since 1989, but coverage focuses on the most recent changes and includes tables and appendixes showing key findings, tabulated responses, and the individual responses from each jurisdiction.

Guidance Paper Developed


Important Article Series

In 2013, Fair & Equitable magazine featured eight articles on multipurpose cadastres, parcel data standards, and data aggregation and sharing at various levels of government and with the public. The article series recognizes the growing trend of making property data more accessible and more efficient by sharing resources among various government entities. The series supports the efforts to revise the Standard on Digital Cadastral Maps and Parcel Identifiers.

Administration

Facilities

The IAAO Paul V. Corusy Memorial Library was expanded and enclosed.

Scholarships

- $13,757 in scholarships was awarded for IAAO educational opportunities including the IAAO Annual Conference and IAAO Courses.
- In addition three scholarships for registration to the IAAO Annual Conference were awarded from the Barbara Brunner Fund.
- The Timothy Hagemann Fund awarded $400 in scholarships which were all used for membership dues.
- The Hardship Grant Scholarship awarded $1300 in Grants used towards the membership dues renewals.

Website

2013 brought many changes for IAAO’s web presence. An entirely brand new content management system was introduced as well as a complete redesign of IAAO.org. Many staff hours went into the design and building out of the new IAAO.org to ensure usability for both members and nonmembers alike. The new IAAO.org officially launched November 18, 2013.

Electronic Newsletter

The bi-monthly electronic newsletter was redesigned and revised to include national and global news and events of interest to IAAO members and the assessment world-at-large. The distribution list was also expanded to include prospects and vendors, as well as members. The first issue of Assessing Info was distributed November 21, 2013.

2013 Revenue by Program

- Administration: 43%
- Research: 16%
- Education: 7%
- Membership: 31%
- Publications: 2%
- Meetings: 1%

2013 Expenses by Program

- Administration: 21%
- Research: 14%
- Education: 18%
- Membership: 26%
- Publications: 7%
- Meetings: 14%

* Numbers shown are preaudit and may be subject to slight changes postaudit.