

Professional Contemporary Perspectives

IAAO's 78th Annual Conference on Assessment Administration



This year marked the 78th annual International Association of Assessing Officers (IAAO) international conference on assessment administration, and held in Kansas City, Missouri the headquarters of the IAAO. Over the summer time I was invited by the American Society of Appraisers as a representative at this conference to present and discuss the

expanded ad valorem specialty to include private mass appraisal, and created a new ad valorem/mass appraisal specialty designation. The purpose of the conference is to supply attendees with technical standards, improved communications, educational workshops, instructor training workshops and reaccreditation opportunities as part of the ongoing membership designation and fulfillment services. Some of the educational tracks involved commercial real and personal property, personal development, residential appraisal, tax policy and assessment standards, technology and management.

Changes and Opportunities

The expansion and creation of this new ad valorem/mass appraisal designation were outlined in recent article written by Michael R. Lohmeier, FASA, MAI, SRA, RES and co-authored by David Kramer, ASA and Paul Roberts, ASA. The article was published in the first edition of the e-journal for the American Society of Appraisers. This great opportunity awarded a chance to begin to build long-term relationships with key leaders and assessment administration from around the country and to represent ASA international. As result of the beginning of this relationship with IAAO ASA has increased its exposure for their organization industry

awareness technology and solutions as well as highlighting their position in the streamlining of the mass appraisal and ad valorem designation.

Karen Mann, ASA and real property committee member shared the ASA booth with me at the conference. This was both of our first experiences with the IAAO conference. Needless to say we were in absolute awe and amazement at the nearly 1,200 attendees from around the world at this conference. Every bit of floor space is taken in the main exhibition hall by nearly 40 exhibitors from just about every facet of assessment and appraisal administration.



Nominations of Officers



Notable Presenters

Lisa Hobart, ASA (director of assessment administration for West Bloomfield Township, Michigan) was very instrumental in introducing me around to many of the longtime attendees and educational presenters of the conference whom she has come know very well over the last 25 years of attendance. Lisa co-presented the topic titled *Obsolescence: When, Where and How*; along with Steve Sutterfield of Total Assessment Solutions Corporation. Lisa and Steve's presentation addressed the real-life examples of functional and economic obsolescence of commercial property both real and personal. And by all accounts several attendees indicated that the presentation was very well received and much appreciated.

Another great educational seminar was presented by Mark T. Kenney, MAI, SRPA, MRICS, MBA proprietor of American Valuation Group, Inc. located in Pennsylvania. Mark's presentation addressed the intangibles of commercial properties: are they the real thing. The business valuing of intangibles are not taxable and his presentation provided an overview of the latest terminology valuation concepts in appraisal methodologies specifically relating to business and value intangibles.



Grand Rapids Vendor Booth



Donna VanDer Vries (Muskegon Co. Equalization)



Opening Ceremonies

Entertainment

As far as nightlife and entertainment where concerned, the city had invested approximately \$5 billion into their power and light district which is only a few blocks away from the hotel and convention center. This entertainment district is comprised of over half million square feet with more than 50 unique shops, restaurants, bars and live entertainment venues. This was a real treat as the IAAO had reserved one night as a private party for all of the attendees.

All in all the conference was very much worthwhile opportunity that should be experienced by other ASA members. I know for a fact this will not be the last one I attend. Next year in August the 79th annual conference will be hosted in Grand Rapids, Michigan. At least for me, that's a whole lot closer then Kansas City.



Power and Light Entertainment District

Biography

Ronald E. Prat, AM is a certified appraiser and the principle of Silverpilen Corporation; a full service real property appraisal and consultation firm located in Ortonville, Michigan. Upon graduation from Michigan State University in 1988, where he majored in labor and industrial relations / economics; Ron began his real estate career here in southeastern Michigan in 1990 and his appraisal company in 1998. The primary focus of valuation services are on complex residential assignments, litigation, HUD properties and insurance valuations. Ron is currently in the process of wrapping up his Michigan Certified Assessing Officers certification.

Contact information:

Ronald E. Prat, AM
Michigan Certified Residential Appraiser
248-568-5100
248-282-0401 fax

Email: ronprat@silverpilencorp.com
www.silverpilenappraisals.com