



Urban and Regional
Information Systems
Association

701 Lee Street, Suite 680
Des Plaines, IL 60016 USA



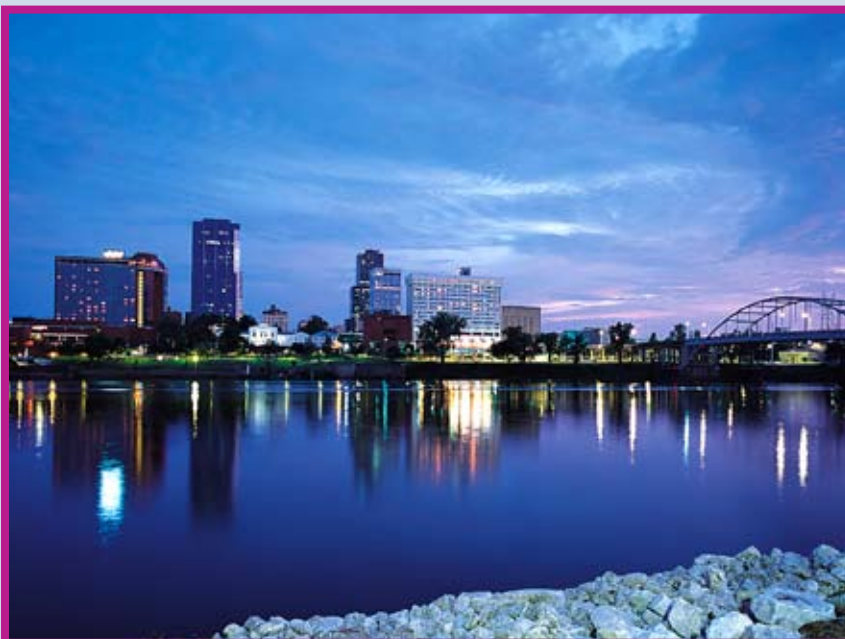
International Association
of Assessing Officers

**Leveraging Technology to Do More
With Less: Big Value in Little Rock**

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14th Annual GIS/CAMA Technologies Conference

March 8-11, 2010 • Peabody Hotel • Little Rock, Arkansas



Early Registration Rates
(postmarked on or before 1/7/2010)

Conference

IAAO or URISA Member: \$375

Nonmember: \$525

Preconference Workshops

Member Rate \$195

Nonmember Rate: \$245

The registration form is available at www.iaao.org and www.urisa.org.

Conference Hotel: Peabody Hotel • Room Rate: \$139 single/double

For hotel reservations go to <https://register.peabodyhotels.com/>
and use the group code 119525.



International Association
of Assessing Officers



Urban and Regional Information
Systems Association

Leveraging Technology to Do More With Less: Big Value in Little Rock

About the Conference

The 14th Annual GIS/CAMA Technologies Conference will help assessment and appraisal professionals and GIS managers to visualize how they can work more effectively through the use of technology.

Air Transportation

Little Rock National Airport is served by American Eagle, Continental Airlines, Delta, Northwest Airlines, Southwest, United Express, and US Airways Express.

Check with your airline about when passengers should arrive prior to flight departure. Additional information is available at: <http://lrn-airport.com/airlines/>.

Ground Transportation

Located at the south end of the airport terminal, the Ground Transportation Center houses counters for shuttle and limousines as well as the airport's Ground Transportation Desk and taxi access.

The Peabody generously offers complimentary shuttle service between the airport and the hotel. Conference attendees may contact the Peabody and make shuttle reservations prior to the conference.

Conference Site

The Peabody Little Rock is a four-star, four-diamond hotel, located in the heart of the bustling downtown River Market District, with numerous dining, shopping and entertainment options right outside the door. Don't miss the world famous Peabody Ducks!

Little Rock makes it easy to meet and network with others—without breaking the bank! Visit www.littlerock.com for details.

Peabody Hotel & Statehouse Convention Center

3 Statehouse Plaza
Little Rock, AR 72201
(501) 906-4000

Conference room rate: \$139 single/double (rate includes complimentary high-speed Internet in guestrooms)

The room rate is available only until February 13, 2010.

To make your reservation, call 501/906-4000. Mention the IAAO & URISA Conference to receive the discounted room rate. Or, go to <https://register.peabodyhotels.com/> and use the group code 119525.

Exhibit and sponsorship opportunities are available. Contact Wendy Nelson, wnelson@urisa.org, 847/824-6300

Program

Preconference Workshops

The Appraisal Uses of Excel Software

This workshop provides participants with practical, hands-on instruction on the use of Excel to accomplish basic appraisal functions. Participants must bring a laptop computer with a 2003 or 2007 version of Excel installed. They will be given a dataset and a student reference manual. The instructor will take participants through a series of steps to achieve value estimates for a small dataset using the cost, sales comparison, and income approaches to value. Each participant will be allowed to take the completed spreadsheets with them to use in their jurisdictions.

GIS Tips & Tricks for Assessors

Learn to work with local assessment data and data from the Web using common GIS tools. This hands-on workshop helps the elected or appointed assessor to learn basics. No GIS experience is necessary, but using a mouse is required. This is a fun, non-geeky, two-person workshop. Sign up in pairs if you'd like.

Introduction to Valuation & Spatial Analysis

This workshop introduces concepts in data analysis, residential valuation models, and locational analysis using generic statistical analysis software and geographic information system software for locational analysis. This workshop is for anyone who has limited experience with GIS or CAMA/AVM systems and wants to review basic concepts.

Tracks Overview

The program features four outstanding education tracks being presented in three time slots.

Economics and Assessment

Presentations within this NEW track will address timely topics related to today's economic situation including funding assessor operations on fees, revenue models, adjustments for declining markets, property tax caps—pros and cons, and the long term effects of foreclosures on market value.

Professional Development & Management Strategies

This track is designed for individuals involved with managing GIS and/or assessor offices, as well as those trying to increase their core knowledge. From hiring and retaining employees, to strategizing on how to best manage your GIS and CAMA environments, to seeing what other counties are doing, this track will provide a wealth of insight on how to get the most out of your people and your technology.

Property Valuation & Modeling Techniques

CAMA modeling has come a long way. What are the methods and results of mathematical models used in the appraisal of property? The presentations in this track focus on the use of location in models, visual display of results with GIS, advanced modeling techniques, 3-D visualization and other related topics.

Technologies & Techniques

Stay ahead of the curve and get the most return on your GIS investment. Take a look at the road to Enterprise GIS, best practices, new and emerging technologies, the latest in Web development, mitigating technological changes, LiDAR visualization, viewpoints on the Cadastral Fabric, and more.

For more detailed session and speaker information go to www.urisa.org.

2010 Conference Sponsors

IAAO

314 W 10th St
Kansas City, Missouri 64105-1616
800/616-4226, Fax 816/701-8149
www.iaao.org



URISA

701 Lee St., Suite 680
Des Plaines, IL 60016
847/824-6300
Fax 847/824-6363
www.urisa.org



Continuing Education Credit

IAAO professional designees will earn 7 hours of recertification credit for attending a preconference workshop and 13 hours for attending all sessions of the regular conference program. GISCI Certification points earned for attending one workshop and this conference = .4 GISCI education points.



Conference-at-a-Glance

Monday, March 8, 2010

8:30 am–5:00 pm	Preconference Workshop—The Appraisal Uses of Excel Software	Preconference Workshop—GIS Tips & Tricks for Assessors	Preconference Workshop—Introduction to Valuation & Spatial Analysis
5:00–5:30 pm	First-Time Attendee Orientation Meeting		
5:00–7:00 pm	Opening Reception in Exhibit Hall		

Tuesday, March 9, 2010 (Exhibit hours 10:00 am–3:30 pm)

8:30–10:00 am	Welcome and Keynote Address: Bringing Business to your Jurisdiction Using GIS Arkansas State Senator Shane Broadway		
10:30 am–Noon	Property Valuation & Modeling Techniques Comps Sales and Stats Made Easy <ul style="list-style-type: none"> Better Property Valuation and Assessment Decisions Using GIS Integrated CAMA Add Comps Sales and Stats to Cost Systems 	Professional Development & Management Strategies Intro to GIS & CAMA Integration <ul style="list-style-type: none"> Intro to GIS & CAMA Integration 	Technologies & Techniques Making GIS Easier to Understand and Analyze <ul style="list-style-type: none"> Build a FLEX Client for ArcGIS Server Automating GIS Parcel Data Attributes from CAMA using ArcGIS Modelbuilder
1:30–3:00 pm	Property Valuation & Modeling Techniques Neighborhood Definition and Delineation <ul style="list-style-type: none"> Residential Neighborhood Definition—Traditional Methods to Modern Tools “Wealth Corners” for Commercial Neighborhoods 	Professional Development & Management Strategies From Old to New: Building a Better Environment <ul style="list-style-type: none"> Communications Tools: Old School vs. New Rules—Where Do We Go From Here? Checklist for Success in Replacing Legacy Systems GIS: Building a Strong Foundation 	Technologies & Techniques Using Technology to Improve Data Collection <ul style="list-style-type: none"> Introducing New Technologies—The Changing Face of Data Collection Desktop Parcel Review Using GIS and Oblique Aerial Photography Property Assessment, Oblique Imagery, and GIS Integration
3:30–5:00 pm	Economics & Assessment Leveraging the Use of Desktop Imagery and GIS in the Reappraisal Process <ul style="list-style-type: none"> Optimizing Assessment through Imagery and GIS 	Professional Development & Management Strategies Playing Well with Others <ul style="list-style-type: none"> Implementing a New Public Web Application: Important Lessons Learned The Impact of State Sponsored Extension Training for Local Government Implementing a Multi-Jurisdictional Enterprise GIS 	Technologies & Techniques Blending GIS and CAMA Tools as an Aid in the Appraisal Process and Decision Making <ul style="list-style-type: none"> Innovative GIS Solutions in CAMA Systems Decision Support through GIS
5:00–6:00 pm	Interactive Discussion & Reception—GIS/CAMA Jeopardy Test your knowledge of GIS/CAMA Technologies in this light-hearted trivia game/reception. A great way to begin your evening!		

Wednesday, March 10, 2010 (Exhibit hours 10:00 am–4:00 pm)

8:30–10:00 am	Property Valuation & Modeling Techniques Land, Land, and More Land <ul style="list-style-type: none"> A Comparison of Spectral Classification Methods to Facilitate Land Pricing GIS for Banking: The Development of a Spatial Model for Land Valuation in Surabaya Integration of Subsurface & Surface Land Valuation through GIS Application 	Economics & Assessment Cap and Exemption Knockdown <ul style="list-style-type: none"> Evaluating Property Tax Equity Implications of Capping Assessment Increases 	Technologies & Techniques Two Different Thought Processes Used to Achieve Like-Minded Goals <ul style="list-style-type: none"> After 20 Years—Workflow and Database Design for Improved Parcel Map Registration/Accuracy in Lancaster County and Douglas County
10:30 am–Noon	Plenary Session <ul style="list-style-type: none"> EAST Kids Program Additional presentation to be announced 		
1:30–3:00 pm	Property Valuation & Modeling Techniques Valuation on Steroids <ul style="list-style-type: none"> Alternatives to the Price-Related Differential (PRD) For the Detection of Regressivity/Progressivity Use of Geographically Weighted Regression (GWR) in CAMA Modeling 	Economics & Assessment Wreaking Havoc on Assessments <ul style="list-style-type: none"> Using GIS Spatial Reasoning to Value Real Estate in an Economic Downward Market—Kansas City, MO Mortgage Fraud 	Technologies & Techniques Keeping Sane with Details <ul style="list-style-type: none"> If I Have to Count Another Dot, I’ll Go Crazy—GIS Processes in Coding CAMA Records The Rise of the Subparcels—More Detail in CAMA, More Detail in GIS
4:00–5:00 PM	Technologies & Techniques Tools and Data Visualizations <ul style="list-style-type: none"> Changing Landscapes: Innovations in GIS/CAMA Tools and Data Visualizations 	Professional Development & Management Strategies Training and More <ul style="list-style-type: none"> Reaching Across Borders with GIS The Land Record Front-End—Essential to GIS and CAMA 	Technologies & Techniques Everyday Analysis and Technology Tools That You Wish You Had Time To Learn and Use <ul style="list-style-type: none"> Spreadsheets & Databases Common-Sense, Easy-to-Use GIS Tools
6:00–9:00 PM	Conference Social Event		

Thursday, March 11, 2010

8:30–10:00 am	Property Valuation & Modeling Techniques Alternative Approaches to Neighborhood Valuation <ul style="list-style-type: none"> Location Analysis: Response Surface Analysis Once or Twice Geostatistics: Improved Valuation Models 	Professional Development & Management Strategies Using Geospatial Tools in State Departments of Revenue and Assessment Coordination <ul style="list-style-type: none"> State Owned Property Database Development in Missouri Sharing Scarce Resources to Standardize Parcels on the Web for Kansas Counties Tax Districts/Authorities—Often Overlooked but Essential Geography for Counties, Cities and States 	Technologies & Techniques The Assessors’ Executive “Dashboard” to Visualize the Status of Daily Operations <ul style="list-style-type: none"> The Assessors’ Executive “Dashboard” to Visualize the Status of Daily Operations Panel Discussion on Dashboard Metrics
10:15 am–Noon	Plenary Session <ul style="list-style-type: none"> GIS—A Humorous Look at Where We’ve Been and What We’ve Learned Conference Wrap-up 		

2010 GIS/CAMA Technologies Conference Registration Form

Leveraging Technology to Do More With Less: Big Value in Little Rock

March 8–11, 2010 • Peabody Hotel • Little Rock, Arkansas

Please type or print your information below. A downloadable registration form is available at www.urisa.org/camareg or www.iaao.org/sitePages.cfm?Page=20.

First Name _____ Last Name _____ Designation _____

Job Title _____ Badge Name _____

Jurisdiction/Firm _____

Address _____

City _____ State/Province _____ ZIP/Mail Code _____

Country _____ Phone _____

Fax _____ E-mail _____

Cancellation & Refund Policy

All cancellations must be received in writing (via fax or regular mail) at URISA Headquarters on or before January 7, 2010 in order to receive a refund, less a \$50 processing fee. Remember to contact the hotel directly if you need to cancel your accommodations.

I am currently a member of (check both if dual member): URISA IAAO

Become a member of IAAO or URISA and qualify for discounted Member Conference Rates.

Visit each organization's Web site for membership details.

I would like to become a member of IAAO: Regular Membership (for government employees) \$175 Associate Membership (for industry personnel) \$180

I would like to become a member of URISA: Professional Membership \$175

Conference Registration Fees	Early Rate (postmarked on or before 1/7/2010)	Regular Rate (postmarked after 1/7/2010)	Registration includes:
URISA or IAAO Member	<input type="checkbox"/> \$375	<input type="checkbox"/> \$425	Proceedings, Monday opening reception, Tuesday keynote address, show-and-tell luncheon and "GIS/CAMA Jeopardy" trivia game and reception, vendor luncheon workshops, and Wednesday social event. *Individuals currently enrolled in 12 or more credit hour courses. Proof of full-time student status (i.e., copy of current schedule) is required. Tickets not available at the event
Nonmember	<input type="checkbox"/> \$525	<input type="checkbox"/> \$575	
One-day Registration—Member <input type="checkbox"/> Tues <input type="checkbox"/> Wed <input type="checkbox"/> Thurs	<input type="checkbox"/> \$175	<input type="checkbox"/> \$205	
One-day Registration—Nonmember <input type="checkbox"/> Tues <input type="checkbox"/> Wed <input type="checkbox"/> Thurs	<input type="checkbox"/> \$275	<input type="checkbox"/> \$305	
Student*	<input type="checkbox"/> \$95	<input type="checkbox"/> \$95	
Extra guest tickets for Wednesday social event (included for attendees)	<input type="checkbox"/> \$50 each	<input type="checkbox"/> \$50 each	

Preconference Workshop— Monday, March 8, 2010 8:30 am–5:00 pm	Appraisal Uses of Excel Software	GIS Tips & Tricks for Assessors	Introduction to Valuation & Spatial Analysis	Attendance at a preconference workshop is an additional cost. Choose only one workshop. Class size is limited.
IAAO or URISA Member	<input type="checkbox"/> \$195	<input type="checkbox"/> \$195	<input type="checkbox"/> \$195	
Nonmember	<input type="checkbox"/> \$245	<input type="checkbox"/> \$245	<input type="checkbox"/> \$245	
Student*	<input type="checkbox"/> \$90	<input type="checkbox"/> \$90	<input type="checkbox"/> \$90	

New Member Dues \$ _____

Conference Registration \$ _____

Preconference Workshop Fee \$ _____

Guest Tickets for Wednesday Social Event \$ _____

TOTAL \$ _____

PAYMENT INFORMATION

Payment or purchase order is required to complete registration. ALL registrations must be paid in full by the time of the conference. Make checks payable to **GIS/CAMA Conference**. All amounts are in U.S. dollars.

Check # _____ Visa Mastercard American Express

Credit Card Account # _____ Exp. Date _____ / _____

Signature _____

Check here if you have special needs that may keep you from participating fully in the conference. A staff member will contact you to discuss your specific need.

Mail the completed registration form with payment information to:
 2010 GIS/CAMA Technologies Conference, c/o URISA, 701 Lee Street, Suite 680, Des Plaines, IL 60016 USA.
 Fax to 847/824-6363. Or register on-line at www.urisa.org. Questions? Call 847/824-6300 or e-mail info@urisa.org.

