21st Annual GIS/CAMA Technologies Conference
March 6–9, 2017 • Chattanooga Convention Center • Chattanooga, Tennessee

PROGRAM

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GIS/CAMA • Chattanooga, TN

IAAO

Fostering Excellence in GIS

URISA

www.URISA.org

March 6–9, 2017

The Conference for Professionals in Property Assessment, Tax Administration, Mapping, and Information Technology
Welcome to the 2017 GIS/CAMA Technologies Conference

Now in its 21st year, the grassroots GIS/CAMA Technologies Conference continues to annually offer amazing content and presentations, covering topics important to professionals in the property assessment, property valuation, and parcel mapping/GIS communities. The best part of meeting annually is learning from other attendees and connecting with others who share similar challenges. During the past two decades, our conference has built bridges between appraisal professionals, statisticians and modelers, geographic information professionals, information technology leaders, and elected officials from all over the world. I am passionate about the value this conference brings via fundamental education, networking opportunities, and discovering new technologies—all of which can be used to improve our work and understanding for our citizens.

Be sure to attend the keynote presentation by Greg Milner, author of Pinpoint: How GPS is Changing Technology, Culture, and Our Minds. He provides a unique perspective on how GPS technology, that we often take for granted, is influencing our modern world. The other plenary sessions provide perspectives on how we communicate, share information, and interact with each other in our rapidly- and ever-changing world. Visit our incredible vendors and share your ideas and vision for future products. By the end of this conference you will have an increased understanding of how technology serves our individual and shared goals. I look forward to the next 20 years of sharing knowledge, brainstorming, and friendship, which are hallmarks of this conference.

Rachel Parrinello, GISP

About the Conference

The 21st Annual GIS/CAMA Technologies Conference helps assessment and appraisal professionals and GIS managers to work more effectively through the use of technology.

Conference Site

All conference events are at the Chattanooga Convention Center unless otherwise noted. Complimentary Internet service is available in the convention center and in the hotel rooms. The hotel is located adjacent to the convention center in downtown Chattanooga. Free city shuttle buses provide access to many downtown attractions.

Continuing Education Credit

IAAO professional designees will earn 8 hours of recertification credit for attending a full day preconference workshop, 9 hours for attending all sessions of the regular conference program, and 3 hours for attending all three general sessions. GISCI Certification points earned for attending one workshop and this conference = .4 GISCI education points.

Welcome & Keynote Address

Tuesday, March 7, 8:30–10:00 am

BALLROOM HIJ

You will be welcomed by Conference Chair Rachel Parrinello, GISP, and IAAO and URISA leaders.

PinPoint:
How GPS is Changing Technology, Culture and our Minds

Author Greg Milner will share his thoughts on how the global positioning system (GPS) has profoundly influenced the world and provided benefits in almost every aspect of life—but at a price.

Milner blends 50 years of historical perspectives on the origins of GPS with insightful examples of the consequences of a world dependent on this ubiquitous technology. What does the future hold for a world that has embraced GPS?

Welcome to Chattanooga,
Rachel Parrinello, GISP

Registration Desk

Registration in Prefunction Area

Monday, March 6 .......... 7:30 am–5:00 pm
Tuesday, March 7 .......... 8:00 am–5:00 pm
Wednesday, March 8 ....... 8:00 am–5:00 pm
Thursday, March 9 .......... 8:00 am–11:30 am

2017 GIS/CAMA Technologies Conference Committee

- Rachel Parrinello, GISP (Conference Chair), Boulder County, CO
- Dan Cypert, RES (Associate Chair), Arkansas Assessment Coordination Dept., AR
- Mazher Ahmed, GISP, Kane County, IL
- Deb Asbury, Retired, AR
- Bob Bates, Alachua County, FL
- Matt Bryant, DEVENET Inc.
- Billy Burle, Courthouse, USA
- Leighann Coates, Thimigan & Associates
- Logan Couch, Alachua County, FL
- Linda Cwiok, Town of North Kingstown, RI
- Susan Guillette, State of Tennessee, Comptroller of the Treasury
- Alex Hepp, Cyclomedia
- Brent Jones, Esri
- Bryan Kinsey, AAS, State of Tennessee, Comptroller of the Treasury
- Vijay Kumar, Farragut
- Robert McGee, Arkansas Assessment Coordination Dept.
- Sita Nanthavong, Washington County, AR
- Carol Neihardt, Tyler Technologies, Inc.
- Patrick O’Connor, O’Connor Consulting
- Christine Schluter, GISP, Bruce Harris & Associates
- William Stephenson, Washington County, AR
- Bill Wetzel, The Sidwell Company

Conference Staff

- Chris Bennett, IAAO
- Pat Francis, URISA
- Verlinda McBride, URISA
- Wendy Nelson, URISA
- Amy Westerman, IAAO
- Ron Worth, IAAO
2017 Conference-at-a-Glance

Monday, March 6, 2017  (Registration in Prefunction Area • Exhibit hours 5:00–7:00 pm)

8:30 am–5:00 pm  Workshop: Basics of R Statistical Software—Rm 7
Instructor: Joshua Myers, Statistical Consultant, Josh Myers Valuation Solutions, Chesapeake, VA
Workshop: Deploying Mobile GIS—Rm 8
Tripp Corbin, GISP, CEO, eGIS Associates, Inc.

5:00–5:30 pm  Attendee Welcome Meeting—Rm 8

5:00–7:00 pm  Opening Reception in Exhibit Hall—Ballroom EFG

Tuesday, March 7, 2017  Exhibit hours 10:00 am–3:30 pm, Ballroom EFG • Esri Learning Lab—Rm 11, concurrent with breakout sessions

Registration in the Convention Center Atrium outside Ballrooms HIJ

8:30–10:00 am  Ballroom HIJ
Welcome and Opening: Hear from Rachel Parrinello, 2017 Conference Chair, and leaders from IAAO and URISA.
Keynote Address: Greg Milner, author of Pinpoint: How GPS is Changing Technology, Culture and our Minds

10:00–10:30 am  Dedicated Exhibit Hall Break and Refreshment Break—Ballroom EFG

10:30–Noon  MODELING & VALUATION CONSIDERATIONS—RM 4
Traditional vs Modern Appraisal Philosophies
This session combines aspects of traditional appraisal practices that rely on appraisal opinion and use of GIS technology to determine distance between properties to define location adjustments.
Moderator: Heather Stevens, Stenn County Arkansas Assessor
AVMs, BPOs, Evaluations and Appraisals: A Comparison
Jim Armbus, MAI, SRA, AI-GIS, President, Appraisal Institute, Chicago, IL
Travel Time vs. “As The Crow Flies” in CAMA Models and Comp Selection
Paul Bidarset, City of Norfolk, Virginia Beach, VA, and Ulster University

11:00–11:30 am  GIS TECHNOLOGIES—RM 5
Using Analysis Tools for Automated and Improved Assessment
This session discusses how multiple jurisdictions are using automated tools for integrating CAMA data and GIS to improve and expedite valuations.
Moderator: Muthur Ahmed, GISP, Kane County, IL
Using GIS Analytics for Commercial Appraisals
Kelly Ratchens, Palm Beach County Property Appraiser, West Palm Beach, FL
Stere Eagen, Palm Beach County Property Appraiser, West Palm Beach, FL
Automated Upload of CAMA GIS Data to Pictometry CONNECT Explorer
Improving Assessments Using Python and ArcGIS for Server
Kevin Sadark, GISP, Prince William County, Woodbridge, VA

11:30–12:00 pm  ASSESSMENT ADMINISTRATION: BEST PRACTICES—RM 6
Leadership and Getting the Results You Want
Learn how emotional intelligence can be used in a leadership role: Learn about prinal leadership and how EI can help.
Moderator: Bryan Kimsey, State of Tennessee/Comptroller of the Treasury
Leading with Emotional Intelligence
Rebecca Malmquist, CAF, SAMA, City of Minneapolis, Minneapolis, MN

Noon–1:00 pm  Hosted Networking Lunch Buffet and Vendor Spark Session—Ballroom HIJ
During lunch, learn about the products and services being highlighted by our exhibitors. Each exhibitor will have 1 minute to introduce their company.

1:00–1:30 pm  Dedicated Exhibit Hall Break—Ballroom EFG (Dessert served in the exhibit hall)

1:30–3:00 pm  Cost Valuation vs Model Valuation Using GIS
This session includes information about cost modeling and valuation models using GIS block face centroids. By analyzing various building cost structures, one of the presenters will discuss the development of a potentially more accurate approach to the cost value. The other presenter will emphasize the use of block face centroids as a tool to model the property and project the value adjustments.
Getting Block Face Points and Their Application in Property Valuation Modeling
Jiann Cai, Department of Finance, New York, NY
Min Zhu, Department of Finance, New York, NY
Improving Commercial Value Estimates Using a New Cost Model
J Wayne Moore, PHD, J Wayne Moore, LLC, Springfield, OH

3:00–3:30 pm  Dedicated Exhibit Hall Break and Refreshment Break—Ballroom EFG

3:30–5:00 pm  Vertical Equity Decathlon: PRD vs. PRB
Vertically, the Price-Related Differential (PRD) has been the major tool used by assessors to determine the degree of vertical inequity in the underlying assessments. More recently, the Coefficient of Price-Related Bias (PRB) has been developed to likewise measure the degree of vertical inequity. This presentation will explore the mathematical properties of both measures, presenting the strengths and weaknesses of each in the process.
Moderator: Carol Niefhart, Tyler Technologies
Vertical Equity Decathlon: PRD vs. PRB
Joshua Myers, Josh Myers Valuation Solutions, Chesapeake, VA

4:00–4:30 pm  Multiuse Approach to Improving Assessment Workflow
Learn how jurisdictions are using multiuse approaches and technology for improved workflow and increased efficiencies. The use of street-level imagery and GIS-centric applications will be showcased.
Moderator: Linda Cwiek, Town of North Kingston, RI
A Multiuse Approach to Using Street Level Imagery
Daniel Fasten, Dakota County, MN
Erle County Paperless Reappraisal—Digital Reappraisal with CAMA Integration
Jeffery Jeremy, Erle County Auditor, Sandusky, OH
Mark Wrbszewski, Erle County, Sandusky, OH

5:00–6:00 pm  Open Evening

Wednesday, March 8, 2017  (Exhibit hours 10:00 am–4:00 pm, Ballroom EFG • Esri Learning Lab—Rm 11, concurrent with breakout sessions)

9:00–10:00 am  General Session: Chattanooga GIG City: Players in the Local Economy, Ballroom HIJ
Chattanooga: A Middle-America Innovation Economy
Andrew Rodgers, The Enterprise Center, Chattanooga, TN
What is TWA?
Scott Fielder, Tennessee Valley Authority, Chattanooga, TN

10:00–10:30 am  Dedicated Exhibit Hall Break—Ballroom EFG
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<th>Time</th>
<th>Session</th>
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<tr>
<td>10:30 am–Noon</td>
<td>High Tech Forestry Valuation and Detection of Selective Reappraisal of Residential Property</td>
<td>Room 4</td>
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<td>Modernizing GIS for Land Records</td>
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<td>Noon–1:30 pm</td>
<td>Lunch on your own or optional vendor lunch sessions</td>
<td>Room 7/8</td>
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<td>1:30–3:00 pm</td>
<td>Geographically, Temporally and Characteristically Weighted Regression</td>
<td>Room EFG</td>
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<td>How Lafayette Parish Has Modernized their GIS and What it</td>
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<td>Means Going Forward</td>
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<td>The Benefits of the ESRI ArcGIS Parcel Editing Solution</td>
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<td>3:00–4:00 pm</td>
<td>Exhibit Hall Break &amp; Raffles—Ballroom EFG</td>
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<td>4:00–5:00 pm</td>
<td>Join us for GIS/CAMA 2017 Parcel Jeopardy!—Ballroom HJ</td>
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<td>6:00–10:00 pm</td>
<td>Social Event at Southside Social, 1818 Chestnut St, Chattanooga, TN</td>
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<td>8:30–10:00 am</td>
<td>Modeling &amp; Valuation Considerations—Room 4</td>
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<td>GIS Technologies—Room 5</td>
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<td>Assessment Administration: Best Practices—Room 6</td>
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<td>10:30–11:30 am</td>
<td>Closing Plenary Session: National Parcel Database Summit—Ballroom HJ</td>
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<td>Optional tour—Chickamauga Battlefield</td>
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**Thursday, March 9, 2017**

**Esri Learning Lab—Room 11, 8:30–10:00 am**

- **High Tech Forestry Valuation and Detection of Selective Reappraisal of Residential Property**
- **CAMA-GIS Integration**
- **GIS and CAMA Integration 101**
- **Efficiently Manage Parcel Transactions in GIS and CAMA**
- **Seeing Assessor Data with New Eyes**
- **Modernizing GIS for Land Records**
- **Exhibit Hall Break & Raffles—Ballroom EFG**
- **Join us for GIS/CAMA 2017 Parcel Jeopardy!—Ballroom HJ**
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- **GIS Technologies—Room 5**
- **Assessment Administration: Best Practices—Room 6**
- **Closing Plenary Session: National Parcel Database Summit—Ballroom HJ**
- **Optional tour—Chickamauga Battlefield**