



V.A.A.O. CONFERENCE 2013

VIRGINIA ASSOCIATION OF ASSESSING OFFICERS 65TH ANNUAL CONFERENCE



OCTOBER 29-31, 2013

NOVEMBER 1, 2013

HILTON MCLEAN TYSON'S CORNER

MCLEAN, VA



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65TH ANNUAL CONFERENCE, HILTON MCLEAN TYSONS CORNER

GENERAL INFORMATION

Online conference registration can be accessed through the registration link provided. Payment may be made via Pay Pal, or by check made out to "VAAO Arrangements Committee". Please send your check and a copy of the registration form to: VAAO Arrangements Committee, Department of Tax Administration, 12000 Government Center Pkwy, Ste. 357, Fairfax, VA, 22035, ATTN: Ellen Windley. All registrations received after October 14, 2013, will be charged an additional fee of \$25.00. Likewise, if a situation arises and you must cancel your registration, please do so prior to October 14, 2013, in order to receive a refund.

We are pleased to welcome product vendors who will be showcasing the best products and services available to support your work. Visit the vendor exhibits to gather valuable insight and contacts with companies whose goal is to help you improve your results. Vendor exhibits will be on display all day Wednesday and Thursday. Vendors Contact: Dorothy Bennett at: Bennett_833@msn.com, or 703-283-6075.

Attend the first ever VAAO Halloween Costume Party on Thursday, October 31, 2013. Prizes will be awarded for the best costume so use your imagination and plan to attend this fun event! A Golf tournament will be held on Friday, Nov. 1st, so check the VAAO.org website for registration, or contact John Oakes, joakes@pwcgov.org, or David Amey, david.amey@fairfaxcounty.gov.

If you have any general questions, please contact Catherine Brincefield, Arrangements Committee Chairperson, at 703-324-4812, or by email at: Catherine.brincefield@fairfaxcounty.gov. Questions specific to the online registration process can be directed to Ellen Windley at 703-324-2826, or by email at: ellen.windley@fairfaxcounty.gov.



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HOTEL INFORMATION

The 65th V.A.A.O. Annual Conference will be held at the Hilton McLean Tyson's Corner hotel, located at 7920 Jones Branch Drive, McLean, Virginia, 22102.

Guest rooms in this newly renovated nine-story hotel feature large work desks with a sitting area, motion-detector lighting, WiFi and 37-inch flat-screen HDTVs. Accessible rooms and in-room dining are available, as is a fully equipped, 24-hour fitness center.

Check emails in the hotel's Technology Lounge, a modern business center with an LG Video Wall, WiFi, copy and printing services, and work desks.

Dine in the contemporary **härth** restaurant with fireside dining, serving American cuisine cooked in a wood-burning oven. Enjoy handcrafted cocktails and regional beers in the adjacent **härth** bar, and freshly made pastries and Starbucks coffee in the Grab 'n Go area.



Standard rooms are available for the conference rate of \$149.00. Register online using the link provided; rooms must be reserved no later than September 28, 2013, to receive the conference rate.

[Directions](#)

From VA I-495 headed North OR South, take exit 46A (Rt. 123 South, Tysons Corner).
At the first traffic light, turn right onto Tysons Boulevard.
At the next traffic light, turn right onto Galleria Drive.
At the next traffic light, turn right onto Jones Branch Drive.
The hotel is the 2nd building on the right hand side.



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CONFERENCE-AT-A-GLANCE

Tuesday, October 29, 2013

9:00 a.m. – 3:00 p.m.	Habitat for Humanity Workday
3:00 p.m. – 5:00 p.m.	Registration – San Francisco Room
8:00 p.m. – 10:00 p.m.	Hospitality Suite

Wednesday, October 30, 2013

7:30 a.m. – 4:30 p.m.	Registration – Commonwealth Foyer C
8:00 a.m. – 4:30 p.m.	USPAP Update (7 CE)
11:30 a.m. – 1:00 p.m.	Opening Session & Lunch
1:30 p.m. – 2:45 p.m.	Using Social Media to Engage and Educate (3 CE)
1:30 p.m. – 4:30 p.m.	Obsolescence & Fair Market Value for PP Tax Reporting (3 CE)
2:45 p.m. – 3:15 p.m.	Breaks/Vendor Showcase
3:00 p.m. – 4:30 p.m.	Social Media Uses Around the State – Roundtable
6:00 p.m. – 8:00 p.m.	President's Reception
8:30 p.m. – 12:00 a.m.	Hospitality Suite

Thursday, October 31, 2013

7:30 a.m. – 9:00 a.m.	Continental Breakfast/Vendor Showcase
8:00 a.m. – 4:30 p.m.	Registration – Commonwealth Foyer C
8:00 a.m. – 4:30 p.m.	Professional Seminar – Industrial Property Appraisal (7 CE)
9:00 a.m. – 4:30 p.m.	Business Personal Property (7 CE)
9:00 a.m. – 4:30 p.m.	Merrifield Town Center and The Mosaic District
	Piecing It All Together (6 CE)
	-11:45 a.m.– Board buses to Merrifield Town Center
	-12:00 p.m.–1:30 p.m. - Lunch at Merrifield Town Center
	-1:30 p.m.–4:00 p.m. - Mosaic District Tour
10:15 a.m. – 10:30a.m.	Breaks/Vendor Showcase
12:00 p.m. – 1:30 p.m.	Lunch on Your Own
2:45 p.m. – 3:00 p.m.	Breaks/Vendor Showcase
8:00 p.m. – 12:00 p.m.	Halloween Costume Party!

Friday, November 1, 2013

8:00 a.m. – 9:45 a.m.	Annual Breakfast Meeting
10:00 a.m. – 12:00 p.m.	Joint Session – Water, Water Everywhere (2 CE)
11:00 a.m. – 5:30 p.m.	Golf Tournament – Old Hickory Golf Club, Woodbridge, VA
6:00 p.m. – 7:00 p.m.	Cocktail Reception
7:00 p.m. – 9:30 p.m.	Dinner, Awards & Installation of Officers



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CONFERENCE SCHEDULE

Tuesday, October 29, 2013

9:00 a.m. - 3:00 p.m. HABITAT FOR HUMANITY WORKDAY, Chantilly, VA

Please join us for a VAAO/Habitat workday! Our assignment will be finalized as the time gets closer; we will either be assisting with the renovation of a townhouse in Chantilly, VA, and/or helping out in a Habitat Restore - taking in, sorting and displaying items for re-sale. This is a great way to give back to the community and have a great time doing it!

3:00 p.m. - 5:00 p.m. REGISTRATION – San Francisco Room

8:00 p.m. – 10:00 p.m. Hospitality Suite

Wednesday, October 30, 2013

7:30 a.m. – 4:30 p.m. REGISTRATION –Commonwealth Foyer C

8:00 a.m. – 4:30 p.m. USPAP UPDATE (7 CE)
Dr. William Henry Riley, CAE

The National Uniform Standards of Professional Appraisal Practice (USPAP) Update 7-Hour Course focuses on recent changes to USPAP requirements for ethical behavior and competent performance by appraisers. It also includes information intended to clarify some commonly misunderstood aspects of USPAP.

11:30 a.m. – 1:00 p.m. OPENING SESSION & LUNCH

Presiding: Catherine Brincefield, Chairperson
VAAO Arrangements Committee

Larry Mackereth, CAE, VAAO President

Special Guest: Edward L. Long, Jr., County Executive, Fairfax County

Keynote Speaker: Lewis Shepherd, Director, Institute for Advanced Technology in Governments at Microsoft



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CONFERENCE SCHEDULE

Wednesday, October 30, 2013 (continued)

1:30 p.m. – 2:45 p.m. USING SOCIAL MEDIA TO ENGAGE & EDUCATE
(Combined with Roundtable – 3 CE)

Larry Mackereth, CAE, Asst. Director, Fairfax County
Brian Gordineer, AAS, City Assessor, Hampton

Social media is now being utilized by local governments to meet core operational goals beyond traditional communications. It is becoming fundamental by helping offices provide additional or improved government services to the public at an increasing rate, as well as facilitating communication and information sharing among peers. Explore the possibilities and “best practices” of using social media to engage and educate.

1:30 p.m. - 4:30 p.m. OBSOLESCENCE & FAIR MARKET VALUE FOR PERSONAL
PROPERTY TAX REPORTING (3 CE)

David H. Cole, ASA
Cole Appraisal Services, Inc.

David H. Cole, ASA, is President of Cole Appraisal Services, Inc., and specializes in providing local, regional, national and international clients with high quality machinery and equipment appraisals. In this session, Mr. Cole will address functional and economic obsolescence, and their impact on fair market value for Personal Property tax reporting.

2:45 p.m. – 3:15 p.m. BREAKS/VENDOR SHOWCASE – Continental Ballroom

3:00 p.m. - 4:30 p.m. SOCIAL MEDIA USES AROUND THE STATE
ROUNDTABLE DISCUSSION

Larry Mackereth, CAE, Asst. Director, Fairfax County
Brian Gordineer, AAS, City Assessor, Hampton

6:00 p.m. – 8:00 p.m. PRESIDENT’S RECEPTION – Atrium

8:30 p.m. – 12:00 a.m. Hospitality Suite



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Thursday, October 31, 2013

7:30 a.m. – 9:00 a.m. CONTINENTAL BREAKFAST/VENDOR SHOWCASE
Continental Ballroom

8:00 a.m. - 4:30 p.m. REGISTRATION – Commonwealth Foyer C

8:00 a.m. – 4:30 p.m. PROFESSIONAL SEMINAR (7 CE)
INDUSTRIAL PROPERTY APPRAISAL

Dr. William Henry Riley, CAE, Consultant, TEAM Consulting

Gain an understanding of appraisal standards and how they apply to industrial property appraisal. This seminar will identify industrial property types, the intricacies of market and neighborhood analysis, and sources of information for industrial property appraisal. The key steps in the appraisal of industrial property will be reviewed with emphasis placed on the forces that affect the value, and the significance of the three approaches to value, and a discussion relating to the strengths and weaknesses of each.

9:00 a.m. – 4:30 p.m. BUSINESS PERSONAL PROPERTY – WHAT IS IT? WHERE IS IT? WHAT IS IT WORTH? (7 CE)

Lisa A. Hobart, PPS, Assessor
West Bloomfield Township, Michigan

Find the answers to all of your questions about business personal property including how to identify what and where it is, how to process personal property statements, and how to estimate value for filers and non-filers. There will also be discussion regarding who qualifies for exemption, and the verification of the assessments through auditing. There will be something for everyone in this session, from beginners to more advanced concepts.

10:00 a.m. – 10:15 a.m. BREAK/VENDOR SHOWCASE – Real Estate Professional Seminar

10:15 a.m. – 10:30 a.m. BREAK/VENDOR SHOWCASE – Personal Property Session

12:00 p.m. – 1:30 p.m. LUNCH ON YOUR OWN



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CONFERENCE SCHEDULE

Thursday, October 31, 2013 - continued

9:00 a.m. – 4:30 p.m. MERRIFIELD TOWN CENTER AND THE MOSAIC DISTRICT
PIECING IT ALL TOGETHER (6 CE)

9:00 a.m. – 11:30 a.m.

Jim McGettrick, Fairfax County Attorney
William O'Donnell, Fairfax County Planning & Zoning
Fred Selden, Fairfax County Planning Division

The fascinating and modern town center in Merrifield, Virginia was pieced together over more than ten years, due to the efforts of citizen activists, County staff, visionary real estate developers, and the bold use of Tax Increment Financing (TIF) and land condos. Hear this discussion of what it takes to envision and bring to fruition a vibrant community of mixed uses. Then travel with us to the Merrifield Town Center to have lunch on your own at your choice of a variety of inspired culinary options. Meet back with the group for a guided tour of this colorful, dynamic community.

11:45 a.m. - Board buses to Merrifield Town Center
12:00 p.m. - 1:30 p.m. – Lunch on your own at Merrifield Town Center
1:30 p.m. - 4:00 p.m. - Tour Mosaic District
4:15 p.m. – Board buses to return to the Hilton McLean Tyson's Corner

8:30 p.m. – 12:00 a.m. Halloween Costume Party



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Friday, November 1, 2013

8:00 a.m. – 9:45 a.m. ANNUAL BREAKFAST MEETING – International Ballroom C

10:00 a.m. – 12:00 p.m. JOINT SESSION

WATER, WATER EVERYWHERE (2 CE)

Turgay Dabak, Senior Program Manager

Michael Baker, Jr., Inc.

What is a floodplain? If my property is in one, can I get out of it? How do I identify the boundaries? How much water will come on my property? With the help of consulting firm Michael Baker, Jr., Inc., we will explore the technical issues of floodplains and flooding. We will use questions solicited in advance from VAAO membership to investigate the aspects that are most important to real estate assessment officials. The session will cover how to find the technical information that will allow you to better research the floodplain issues you may have in your jurisdiction.

11:00 a.m. – 5:30 p.m. ANNUAL GOLF TOURNAMENT
Old Hickory Golf Club, Woodbridge, VA

6:00 p.m. - 7:00 p.m. Cocktail Reception – Continental Ballrooms A, B, C

7:00 p.m. - 9:30 p.m. Dinner, Awards & Installation of Officers – Continental A, B,C

10:00 p.m. - 12:00 a.m. Hospitality Suite

2013 ARRANGEMENTS COMMITTEE

Catherine Brincefield, Chairperson

David Amey

Dorrie Bennett, CAE

Tammy Carroll, CAE

Steve Esenbock

Clay Fortney

Lisa Jacobs

Larry Mackereth, CAE, President

John Oakes

Ellen Windley, PPS