



VIRGINIA ASSOCIATION OF ASSESSING OFFICERS

2026 Annual Conference

November 3–6, 2026

Marriott Virginia Beach Oceanfront Resort

4201 Atlantic Ave, Virginia Beach, VA 23451

- **Vendor & Sponsor Showcase**
- **Onsite President's Reception — Wednesday Evening**
- **Over 20 CE Credit Hours Offered**
- **Awards Banquet & Installation of Officers — Friday**
- **Pre-Conference: IAAO Workshop 852, AAS Case Study Review ****

**Schedule subject to change - ** IAAO Workshop 852 is a separate registration fee*

Tuesday – Thursday

TUESDAY, NOVEMBER 3

8:00am - 9:00am

Continental Breakfast

9:00am - 5:00pm

AAS Case Study (IAAO Workshop 852) **

Terry Taylor CAE, RES, AAS, FIAAO & 2026 IAAO President-Elect/Treasurer

4:00pm - 6:00pm

Afternoon Conference Registration

WEDNESDAY, NOVEMBER 4

7:00am - 5:00pm

Conference Registration & Vendor Showcase

7:30am - 8:30 am

Continental Breakfast

9:00am - 5:00pm

AAS Case Study (IAAO Workshop 852) **

Terry Taylor CAE, RES, AAS, FIAAO & 2026 IAAO President-Elect/Treasurer

8:30am - 10:30am

Income Approach, Power BI Applications & Defense

Tony Siragusa RES, CFE

10:30am - 11:00am

Vendor Showcase

11:00am - 12:30pm

Opening Session Welcome - (Lunch Provided)

VAAO President Sponsor Introductions, IAAO, PDP, Keynote Speaker

12:45 pm - 2:45 pm

Public Trust Through Clear Communication & Defensible Practice

Let's Be C.L.E.A.R.™: A Communication Framework for Building Public Trust in Mass

Appraisal

Erika Cowling

The Income-Method Mandate: Aligning Assessments with LURA and Compliance Standards

Lore DeAstra SRA

2:45pm - 3:00pm

Vendor Showcase

3:00pm - 5:00pm

Data Center Alley: An Evolution in Valuation & Panel Discussion

Heike Redden RES, Lyndsey Schmidt

6:00pm - 8:00pm

President's Reception - Onsite Oceanfront

THURSDAY, NOVEMBER 5

7:30am - 5:00pm

Conference Registration & Vendor Showcase

7:30am - 8:30 am

Continental Breakfast

9:00am - 12:00pm

AAS Case Study (IAAO Workshop 852) **

Terry Taylor CAE, RES, AAS, FIAAO & 2026 IAAO President-Elect/Treasurer

8:00am - 10:00am

Modeling, Variables & Supporting Adjustments

Keith Wolf, SRA, AI-RRS

10:00am - 10:15am

Vendor Showcase

Thursday cont. - Friday

THURSDAY, NOVEMBER 5 – cont.

10:15pm - 12:15pm **Bridging the Gap: Professional Practice in Property Assessment**

Assessors, Tax Reps, and the Appeal Process

Michael Owen, Ryan

Building and Maintaining a Proper Work File

Tim Lamb, Andrew McRoberts (Sands Anderson)

or Concurrent Option

10:15pm - 12:15pm **Aerial Imagery, Data Collection & Sketching**

Eyes in the Sky: EagleView and Aerial Imagery in Property Assessment

Jonathan Broida

Sketching: Tips, Tools & Aerial Photography Integration

Louis Herndon

12:15pm - 1:15pm **Lunch on your own and Visit Vendors**

1:15pm - 3:15pm **Property Valuation: Construction, Cost Analysis, and Assessment**

Applications

Implementing Moore Precision Cost Real World Examples

Kelby Moore

Building Better Assessments: Understanding Residential Construction

Speaker, TBD

3:15pm - 3:30pm **Vendor Showcase**

3:30pm - 5:30pm **Know Your Boundaries: GIS, Legal Descriptions & Parcel Identification/Exemptions Case Study**

Jamie Timberlake Commissioner of the Revenue Powhatan County

FRIDAY, NOVEMBER 6

7:30am - 8:30am **Conference Registration & Vendor Showcase**

7:30am - 8:30am **Buffett Breakfast**

8:00am - 9:30am **VAAO Executive Board Annual Business Meeting & Directors**

9:30am - 10:00am **Vendor Showcase**

10:00am - 12:00pm **Updating Stale Residential Valuation Models with Newly Calibrated Market-Driven Models**

Josh Myers

12:00pm - 1:00pm **Lunch on your own and Visit Vendors**

1:00pm - 3:00pm **Building the Assessment Workforce: Attract, Develop & Retain**

Reflections from the Cup/ Voices of Growth: How Professional Designations Shape Our Careers

Dabid Sanford, CAE, Adam Olver RES

Recruiting & Retaining Talent in a Shrinking Workforce

Sue Cunningham, David Milton, Kevin Prine, Lynda Tubbs & Kayin Rooks.

6:00pm - 7:00pm **Banquet Reception**

7:00pm - 9:30pm **Dinner, Awards, Installation of Officers**



Terry Taylor

CAE, RES, AAS, FIAAO | IAAO President-Elect/Treasurer, IAAO

He has worked in the assessment profession for 34 years and has earned three IAAO's professional designations, Certified Assessment Evaluator (CAE), Residential Evaluation Specialist (RES) as well as the Assessment Administration Specialist (AAS).

His past IAAO experience includes: Region 3 Director 2021- 2023 and 2025 Vice President. Procedural Rule updates, Certificate of Excellence in Assessment Administration enhancements, International Engagement, Education, Professional Development and IAAO Fellows recognition.

He has been a Florida Chapter IAAO Member since 1993, Real Property Committee 2016-Present, Chair Real Property Committee 2018-Present, Florida Chapter Member of the Year 2019, Professional Designation Advisor 2012-Present, Annual Seminar Presenter 2013, 2015, 2019, Interactive Discussion Facilitator 2017, 2019, 2023, 2024.



Tony Siragusa

RES, CFE | Commercial Assistant Director, Pinellas County Property Appraiser

Anthony "Tony" Siragusa is Commercial Assistant Director at the Pinellas County Property Appraiser's Office and an IAAO Instructor with more than two decades of appraisal and real estate experience. He helps lead the commercial department through the annual assessment cycle, annually calibrates the cost approach across departments, supports complex and special-use property valuation, and defends values through appeals and litigation. Working in a coastal county, he also supports the Emergency Operations Center and post-disaster damage assessment, with experience in floodplain valuation issues and FEMA procedures. Tony has advanced Power BI, GIS, CAMA data, and AI-assisted workflows in everyday assessment practice to improve consistency and defensibility. He serves on IAAO's USPAP and Appraiser Regulatory Committee and is committed to practical, standards-based instruction connecting appraisal theory with real-world application. His credentials include RES, CFE, Florida State-Certified General Real Estate Appraiser, and CAE candidate.



Keith Wolf

SRA, AI-RRS | Commercial Real Property Appraiser, Loudoun County, VA

Mr. Wolf has been an appraiser and Realtor since 1981. He is a certified residential credentialed appraiser. He earned the RM designation from the American Institute of Real Estate Appraisers and was awarded the SRA and AI-RRS designations from the Appraisal Institute. Mr. Wolf is a Certified Distance Education Instructor developing several courses in data analysis. He has a master's degree in data science and is the founder of a LinkedIn group, Real Estate Appraiser Data Analytics.

He was part of the team that developed the first automated underwriting system for residential mortgages in 1993.

He worked at Freddie Mac for 7 years as part of the Credit Collateral Risk Innovation and Modernization team, developing tools that provide transparency in the valuation process and mitigate collateral risk using computer vision, LLMs, and various data science methods. He authored Chapter 8 of [Advancing Real Property Valuation: AI, Drone, and Emerging Digital Technologies in Professional Practice and Education](#), demonstrating prompt engineering methods in residential real estate valuation.



Lore DeAstra

SR/WA, MRICS, SRA | Sr. Property Appraisal Consultant, Office of Tax Policy and Legal Affairs

Lore DeAstra is a dedicated appraisal professional with 30 years of commercial and residential experience, helping Virginia communities better understand and value complex real estate. At the Virginia Department of Taxation, she collaborated with the Property Tax Unit to develop the Affordable Rental Housing (ARH) valuation manual and course, serving as its principal writer to create clear, practical guidance for assessors across the Commonwealth. Outside of work, Lore enjoys walking her dog Faith, who delights in spontaneous selfies with strangers.



Erika Cowling

MBA | City Assessor, Colonial Heights, VA

Erika L. Cowling, MBA, is the City Assessor for the City of Colonial Heights, Virginia, with more than 16 years of experience in mass appraisal and local government administration. Erika is an active member of the International Association of Assessing Officers (IAAO) and the Virginia Association of Assessing Officers (VAAO), where she currently serves as Secretary and Chair of the VAAO Alumni Committee. She is also an IAAO designation candidate, working toward her AAS designation. Passionate about strengthening communication within the assessment profession, Erika developed the C.L.E.A.R.™ Framework, a practical communication model designed to promote transparency, enhance stakeholder engagement, and build public trust in property assessment. She is collaborating with colleagues across the United States and Canada to establish a Community of Practice focused on assessment communication. Erika is dedicated to equipping assessment professionals with practical communication strategies that foster understanding, fairness, and confidence in the assessment process. She is committed to advancing excellence in assessment administration through education, leadership, and collaboration.



Heike Redden

RES | Commercial Supervising Appraiser, Loudoun County, VA

Heike Redden, RES, serves as the Supervising Appraiser for the Commercial Real Estate team in the Office of Robert S. Wertz, Commissioner of the Revenue in Loudoun County, VA.

Heike has 27 years of appraisal experience of those she has worked 10 years in the Loudoun County, Virginia assessment office. Based in Data Center Alley, Heike specializes in data center valuation.

Currently Heike is focused on assisting the IAAO task force to help other assessors and jurisdictions achieve the goal of identifying the different types of data centers and collaborating on finding a uniform methodology to be used in our profession.

When Heike is not working in the assessor's office, she enjoys spending time gardening.



Lyndsey Schmidt

Commercial Real Property Appraiser, Loudoun County, VA

Lyndsey Schmidt serves as a Real Property Appraiser for the Commercial Real Estate team in the Office of Robert S. Wertz, Commissioner of the Revenue in Loudoun County, VA.

Lyndsey has been with the Commissioner's Office for 13 years. She started in 2013 as a Compliance Officer for the Business Tax Compliance department before moving to Commercial Real Estate as an Appraiser in 2018.

Based in Data Center Alley, Lyndsey specializes in data center valuation and finds the fast-moving industry intriguing to keep up with.

Lyndsey is working towards her AAS certification as well as her MDCR.

When Lyndsey is not working at the Assessor's office, you can find her at a kid's ballfield or a live music venue.



Michael Owen

Director – Commercial Property Tax, Ryan LLC

Michael has been involved with commercial real estate assessment reviews, real estate tax planning, and assessment appeals with Ryan LLC for over 16 years. Through his practice he has successfully represented properties in numerous jurisdictions, focusing on the Mid-Atlantic – Virginia, Maryland, and the District of Columbia. While experienced with all property types, his main focus is on hospitality, office, multi-family, data centers, and industrial assets. Before a joining Ryan, he worked on both litigation and transactional matters at a traditional law firm. Michael is a member of the Virginia and D.C. Bars and is a graduate of the University of Richmond School of Law (T.C. Williams). He obtained his undergraduate degree in economics from Wake Forest University. His background provides a unique familiarity with both procedural and analytical matters.



Andrew McRoberts

Shareholder, Sands Anderson PC

Andrew McRoberts provides specialized legal counsel to local governments and public officials throughout Virginia. A member of the firm's Government Group and Leader of its General Local Government Team and its Tax Assessment Defense Team, Andrew is a long-time litigator and Virginia local government attorney. His work spans a wide range of matters, including governance, land use and zoning, tax assessment defense, real estate, economic development, and litigation in state and federal courts. He brings deep experience helping clients navigate complex legal issues affecting local government operations and decision-making.



Jonathan Broida

District Manager, Government Sales, Eagleview

Jonathan Broida is a District Manager for Government Sales at Eagleview, supporting local and state government customers throughout Virginia. He works closely with assessors and GIS professionals to help them leverage high-resolution aerial imagery and geospatial technology for property review, change detection, validating property characteristics, and improving the efficiency and safety of assessment workflows. Jonathan currently resides in Chester, Virginia.



Louis Herndon

Supervising Appraiser, Albemarle County

I was born in Richmond in 1973 and raised in Mathews County, Virginia. I began my appraisal career in 2004 in fee appraisal and transitioned to mass appraisal in 2009. My first locality was the City of Hampton as an Appraiser, then Gloucester County as an Appraiser II and now Albemarle County as a Supervising Appraiser. Over the course of my career and life, I have learned to appreciate Virginia for all it offers - from the scenic waterways of Hampton Roads to the gorgeous mountains of the Blue Ridge, small-town life to the energy of more urban areas. It's diversity at its finest. I try to approach my work with humility, understanding that no matter how much I think I know, there is always more to learn. My family and I enjoy hiking and especially trying new restaurants in our great Commonwealth.



Kelby Moore

Principal, XTR Consulting

With more than 25 years of Property Assessment industry experience I've worn many hats including real and personal property appraisal, assessment administration, integrating GIS and mapping tools and working with a host of products including ProVal and the Aumentum platform. Product design, management, sales and implementation activities with direct and indirect experience with hundreds of implementations.

More recently I've started a new adventure with XTR Value Services providing a host of implementation solutions within the same market. XTR is also working closely with Moore Precision Cost to build cost model calculator alternatives for this market. Its an exciting and challenging opportunity!



Jamie Timberlake

Commissioner of the Revenue, Powhatan County

Born and raised in Powhatan County. Choose Powhatan to live with his beautiful wife Anne and their have 5 children Evelyn, Trey, Asher, Mason and Clayton. Five grandchildren- Sophia, DJ, James B IV, Adrianna and the newest addition at 5 months old Bo.

Graduated High School from PHS and then Va Tech. Elected as Commissioner in 2007. In 2015 he earned his Master Commissioner of the Revenue. He is also a graduate of the United States Sergeant Major Academy class of 5-16.

Retired from the National Guard after almost 25 years of service and two deployments to Iraq.

Owner of Dynamic DJ Services, small local business that provides sound for many of the local charities but specializes in outdoor wedding ceremonies and receptions.

Owner of small farming operation- horse hay and grass fed Angus beef.

Served Powhatan County for 28 years. He is Past President of the Central Virginia Commissioners Association. Past President of the State Commissioners Association (CRAV) and on the Disabled Veteran committee, education committee and the legislative committee. IAAO and VAAO member since 2008. Currently serves as the VAAO liaison for the CRAV. Been involved with real estate assessment since 2008. Served Powhatan as the Chief Assessing Officer from 2014-2021 overseeing assessment contractors. Then appointed again in 2022 as Powhatan transitioned to annual inhouse assessments.

He is member of many local organizations: Community Action Agency, American Legion, Veterans of Foreign Wars, Chamber of Commerce-treasurer, Powhatan Volunteer Fire Department, Junior Emergency Technician program, Powhatan Republican Committee-treasurer, YMCA, NRA, Better Business Bureau, Farm Bureau-producer member, Friends of the Library, and Friends of the Powhatan State Park just to name a few.



Joshua Myers

Residential Appraiser, Henrico County

Josh is a mass appraisal consultant with Josh Myers Valuation Solutions which offers various consulting solutions in the mass appraisal field, including valuation model development and ratio studies. He is an IAAO Fe low, an IAAO Award Winner, and a current member of the IAAO Research and Standards Committee. He started his career in the City of Norfolk Assessor's Office, and has now served dozens of clients as a consultant for the last 13 years. His research interests focus on advanced mass appraisal models and technical ratio study issues. Josh holds a Master's Degree in Statistics from the University of Virginia. He is a proud husband to Sarah and father of Abigail, Annalise, Gabriel, and Liberty.



Kayin Rooks

Residential Appraiser, Henrico County

Kayin Rooks is a second-year Residential Real Estate Appraiser with Henrico County Government, where he appraises residential properties in the county's East End. He earned a bachelor's degree in Finance from James Madison University and entered the appraisal profession immediately after college following two summer internships. Beginning his career at an early stage has given him a unique perspective on the opportunities and challenges facing new professionals entering the appraisal industry. As one of the profession's newer appraisers, Kayin values continuous learning and is committed to professional growth while contributing a fresh perspective to the field. He is honored to participate in the Virginia Association of Assessing Officers Conference and looks forward to engaging with appraisal and assessment professionals from across the Commonwealth.



Sue Cunningham

Assessor of Real Estate, City of Virginia Beach, VA

Sue Cunningham serves as the City Real Estate Assessor for Virginia Beach, overseeing the city's real estate assessment office and leading a dedicated team of 34 professionals. With more than thirty years of experience in public service and real estate appraisal, Sue is responsible for ensuring fair and equitable property assessments that support the city's growth and fiscal health.

Sue's role includes managing department operations, training staff, and preparing annual property valuation schedules.

Before becoming City Assessor, Sue held key positions in both Virginia Beach and Hampton, including Acting Assessor, Assistant Real Estate Assessor, and Manager of Real Estate Assessments. Sue's experience also extends to software design and business analysis, contributing to the development of industry-leading property valuation tools.

Sue holds a Certified Residential Appraiser license in Virginia and is the current President of the Virginia Association of Assessing Officers (VAAO).

On a personal note, Sue resides in Kempsville, remains somewhat active in the volleyball community and takes great pride in her two adult children. She remains committed to supporting them, even though her financial advisor has expressed concerns!



Kevin Prine

MPA, CAE, RES, AAS, RAA, GAA, MNAA | Deputy City Assessor, City of Suffolk, VA

Kevin Prine, MPA, CAE, RES, AAS is the Deputy City Assessor in Suffolk, Virginia. He has been with the city for over five years and has been in the mass appraisal profession since 2009. He holds the CAE, RES, and AAS Designations from the IAAO. He is also a licensed appraiser in Virginia since 2004. Mr. Prine holds a Bachelor's Degree in Finance and a Master's Degree in Public Administration from Old Dominion University. He is the former President of the Virginia Association of Assessing Officers (VAAO-2023) and is a 3rd year member on the IAAO Board of Directors (Region 3). He received the Most Valuable Member Award from the VAAO in 2015 and 2018, as well as the Emerging Professionals Award (2017), the Professional Verne W. Pottorff Designee of the Year Award (2020), the Clifford B. Allen Most Valuable Member Award (2022), and the Matylda Zurowska Hudak Member of the Year Award (2023) from the IAAO. He has contributed to three different jurisdictions earning the Certificate of Excellence in Assessment Administration (CEAA). Mr. Prine lives in Chesapeake with his wife of 16 years, Stacie, and two children, Carson (13) and Payton (10).