



# Staying Appraised

## FLORIDA IS LEADER IN CEAA DESIGNATION

Florida leads the nation with the most number of counties to have been awarded the IAAO's "Certificate of Excellence in Assessment Administration" (CEAA). Ten counties have completed and receive passing grades for the self-conducted evaluation of specific, accepted, assessment administration and appraisal practices as defined in the IAAO publication. The publication, *Assessment Practices: Self Evaluation Guide*, is available by contacting IAAO regarding your interest in the program at [excellence@iaao.org](mailto:excellence@iaao.org)

The CEAA is NOT an award and is similarly recognized as a designation. Currently the ten Florida CEAA recipients include:

Hillsborough County (2014), Leon, Orange, and Sarasota Counties (2012), Seminole County (Recertification – 2012), Clay and Pinellas Counties (2011), Osceola County (2010), Alachua County (Recertification 2010), and Lee County (2008).

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## 2015-2016 FCIAAO

### EXECUTIVE BOARD

#### PRESIDENT

Todd Finlayson, CFE  
Director of TPP  
St. Lucie County

#### VICE PRESIDENT

Brian Loughrey, CFE  
Administrative Director  
Sarasota County

#### 2<sup>ND</sup> VICE PRESIDENT

Tracy Drake, CAE, RES, AAS, CFE  
Assistant Property Appraiser  
Clay County

#### TREASURER

Justin Edwards, CFE  
Office Operations Supervisor  
Putnam County

#### SECRETARY

Katie Casey, CFE  
Senior Projects Administrator  
Seminole County

#### MEMBERSHIP DIRECTOR

Marsha Coleman, CFE  
Assessment Roll Compliance  
Citrus County

#### DIRECTOR

Pat Alesandrini, MAI, SRA, CAE, RES  
Asst. Chief Deputy of Valuation  
Hillsborough County

#### DIRECTOR

John Watterson, GISP, CFE  
GIS Specialist  
Martin County

#### DIRECTOR

Wendy Sapp, CFE  
Administrative Analyst II  
Alachua County

#### IMMEDIATE PAST PRESIDENT

Alice Weinberg  
Community Service Director  
Seminole County

## PRESIDENT'S MESSAGE



*Todd Finlayson*

I want to thank all members of the FCIAAO for allowing me to serve as your President for the 2015 – 2016 year! Along with your Board of Directors, I am looking forward to a year of progressive ideas and enhancements to your membership. I hope you had the opportunity to join us in Kissimmee in April for the 2015 Annual Conference and Business Meeting. We had the strongest attendance in years and I heard many compliments regarding the educational sessions, networking opportunities, our generous sponsors and the hotel facilities and staff. It was a real treat to lunch with a number of past Chapter presidents including Neil Hester, who is enjoying his retirement and several who were attending the conference along with our past president. The banquet and business meeting were like no other with live music and a fantastic photo booth. Florida is one of the most innovative IAAO states and our 900+ members work hard to make that happen! As you may be aware, this organization has received the prestigious IAAO Outstanding Chapter of the Year Award seventeen times, most recently at the 2014 conference in Sacramento. Our Executive Committee has just submitted our application for the 2015 award. I look forward to representing all of you at the September Annual Conference in Indianapolis and hope to cross the stage to collect another Chapter of the Year award. We are proud to have 66 Professional Designees as chapter members – a track record that has allowed us to receive the Virginia Cup six times. The Chapter has a Professional Development Committee to mentor you in completing your designation. Why not consider taking your career to the next level? There are 12 jurisdictions in Florida that have been awarded the IAAO Certificate of Excellence in Assessment Administration, representing nearly half of all jurisdictions that have ever received it! I was very proud to learn that Martin

County will be awarded the CEAA this year in Indianapolis. Congrats! Florida Chapter members serve on many IAAO Committees and we have 5 State Representatives to IAAO. One of them, Dorothy Jacks, CFE, AAS, of Palm Beach County is seeking election as an IAAO officer. Way to go, Dorothy! I hope you are visiting our ever-improving website and will share your ideas on how we can better serve our members. If you haven't yet visited our Facebook page, please do so and –like it. I hope you will enjoy the contents of the Summer Issue of the FCIAAO newsletter. We are always interested in including articles of interest so please let us know if you have any ideas. I am always available to discuss ways to enhance our wonderful Florida Chapter of IAAO! Have a great summer!

Respectfully,

**Todd Finlayson**

President



*Alice Weinberg, Martin Marshall & Todd Finlayson*



## CHAPTER MEMBER RUNS FOR IAAO OFFICE



*Dorothy Jacks*

This Fall, the IAAO will elect new officers and board members. I am excited to announce that I have submitted my application to run for IAAO Vice President. Having been an IAAO member since 1993 and served in some capacity since 2009, both through committee work on the Membership Committee and as Chair of the International Committee and after a three year term as a Executive Board Member, I am ready to serve as an officer. Should I be successful, I would serve as VP in 2016, President elect in 2017 and President in 2018.

My time with the Florida Chapter both as a member and my eight years on the Florida Chapter Board, including serving as President gives me the unique perspective from this "property tax-heavy" state. I hope to bring some new ideas to IAAO's leadership and continue Florida's long tradition as a strong partner with IAAO. I hope to be able to ask for your support as we get closer to election time. If I can answer any questions about my candidacy or about IAAO in general, please e-mail me or give me a call. [djacks@pbcgov.org](mailto:djacks@pbcgov.org) or 561 355-3233.

## PAST PRESIDENT'S MESSAGE

My tenure as your FCIAAO President has come to a close and I wish your new President and Board best wishes on a successful upcoming year. This organization has experienced success not only in Florida but throughout IAAO. The FCIAAO Board realizes the importance of its members in their decisions and tries to always provide educational opportunities to enhance your benefits.

We should be very proud of the Florida Chapter members launching campaigns to run for public office. And we also have members who will be running for IAAO elected office! You will be hearing more about these outstanding candidates in the coming months.

In addition, a number of our members serve in IAAO appointed Leadership roles, spending countless hours working on committees that affect our organization and your positions.

Thank you to our members holding designations, chairs and committee members who serve you each day. And a huge thank you to our sponsors and vendors whose support allows us to provide great venues, benefits and educational opportunities. Lastly, our gratitude extends to your Property Appraisers, whose support is vital to our success and your participation.

It has been a pleasure serving you and I thank you for the trust you placed in my hands.

Sincerely,



Alice Weinberg,

FCIAAO Past President, 2014 - 2015

*(Continued from page 1)*

Jurisdictions re-apply for recertification five years after receiving the certificate. Martin County has completed the certificate and received a passing grade and will be officially acknowledged at the IAAO Board of Director's meeting in July. Lee County has passed their recertification and will also be officially acknowledged at the July meeting by the Board. The certificate will be presented to Martin County and the recertification certificate presented to Lee County at the IAAO Annual Conference in September during the Awards Luncheon.

The CEAA Sub-committee will present a CE accredited session at the annual conference on Monday, September 14th at 3:30 PM targeted to certificate recipients, those in the process and interested parties.



Alice Weinberg



## 2015 FCIAAO TPP Seminar

**Call for Presentations** | **Abstract Deadline: August 28th**

Get Recognized | Gain by Giving | Earn CEU /Credits | Care to Share

**One *FREE* Seminar Registration for Each Presentation Slot**

**The FCIAAO Tangible Personal Property Steering Committee is excited to invite you to submit an abstract for presentation at this year's annual seminar!**

Six to Eight sessions are currently available (60 – 90 minutes) for Wednesday, Dec 9<sup>th</sup> starting at 1pm until Friday, December 11<sup>th</sup> at noon

Sample TPP Topics:

- VAB Issues, Good, Bad or ??
- Table Development and/or Software Demonstrations
- Using Technology in TPP Valuation
- Industry Trends and New Developments

**Your audience is your peers:** Presentations should highlight current issues with Personal Property. Target audience is anyone who works or is involved with Personal Property– everyone! Presentations should be around one-hour to one and a half hours long with time for questions and answers. **Topics above are just suggestions.** Don't hold back – Show us what you know!

**Care to Share:** There are a lot of us out here hungry to hear what you have to say! No presentation experience is needed. No need to be shy; we don't bite – just have a desire to share with your peers some of your thoughts and ideas to solve real-world problems in an appraisal office. Please come and share your knowledge, experience, and ideas with us. Opposing views/debates are welcome!

**Where to send your abstract:** Please email your abstract for initial consideration to the TPP Steering Committee Chair, Christopher Mitts ([mittsc@paslc.org](mailto:mittsc@paslc.org)). Abstracts should be concise, but you may include other materials as well. Don't wait!

Kind regards,

**Your FCIAAO TPP Steering Committee**

## FCIAAO COMPARABLE DATABASE

At the 2015 FCIAAO Conference, the Board informed the general membership of a project that has been in the works for some time. The FCIAAO Comparable Database is a collaborative effort by FCIAAO in creating a database that can be used by chapter members in all counties to find comparable sales for unique, hard-to-find commercial and high-end residential properties.



*Pat Alesandrini*

Design work is mostly complete for the templates. We will have an alpha site up by June 19<sup>th</sup> and select users will be invited to enter and retrieve data from this site during this period. We hope to have most of the bugs out of place before we launch the full site to the chapter members by the end of summer 2015.

This will be a work in progress, as it is exposed to the user base and some slight alterations are made or considered. Please keep watching [FCIAAO.org](http://FCIAAO.org) for more details, as they become available.

## PAST PRESIDENT'S LUNCHEON

The Annual FCIAAO Past President's luncheon was held at the recent conference on Thursday, April 16<sup>th</sup>. An invitation is extended each year to all Florida Chapter Past Presidents to join us at the luncheon hosted by the current FCIAAO Past President or President. This year the luncheon honoring their service was hosted by President Alice Weinberg. Also in attendance was incoming President Todd Finlayson. It is a great opportunity to get together each year and discuss the past, present and future of FCIAAO! In addition to Alice and Todd, eleven past leaders were in attendance including the following:

Villie Smith (1990), Neil Hester (1995), Sissy Long (1996), Bruce Strenth (2004), John Griffin (2005), Doug Will (2006), Dorothy Jacks (2008), Russ Counts (2010), Ann Wetherington (2011), Sheila Crapo (2012) and Lainie Claudio (2013). It was a memorable time seeing everyone and sharing ideas. FCIAAO has had 27 Presidents in its history.

An advertisement for Pictometry, an Eagleview Company. The background is a collage of aerial satellite imagery of various Florida cities. The text is overlaid on the left side of the image. The headline reads "Florida's Choice for Premier Imagery". Below this are four bullet points: "✓ 79 planes", "✓ 12-year history", "✓ 55 Florida counties", and "✓ Pre-qualified for Florida imagery projects". At the bottom, there is the Pictometry logo, which consists of a stylized 'P' with a globe-like element, followed by the text "PICTOMETRY AN EAGLEVIEW COMPANY". Below the logo is the phone number "888.771.9714" and the website "www.pictometry.com".

**Florida's  
Choice for  
Premier  
Imagery**

- ✓ 79 planes
- ✓ 12-year history
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**PICTOMETRY**  
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## MEMBER SPOTLIGHT: KELBY COLLIER

**Name: Kelby Collier**

**County: Osceola**

**What do you do for the PA?**

I am a Commercial Appraiser. I handle all commercial, industrial, multi-family and timeshare land. I also do warehouse condominiums and some office condominiums.

**How long have you been employed by the PA?**

15 years this coming December

**What do you like most about your job?**

Here in the Commercial Department, we have to prepare and present our own Value Adjustment Board (VAB) packets. I would have to say that the research and detail that goes into the VAB preparation process is what I like most.....I know, call me crazy, but I really end up learning so much about my properties which in turn makes me a better appraiser.

**What do you find challenging about your job?**

Maintaining consistency among properties where no two are alike. Also, trying to explain the appraisal process to the general public in a way where they walk out of my office and fully understand and are comfortable with their knowledge on what we just discussed.

**Where were you born?**

Orlando, FL

**What was your best vacation ever?**

Hands down, my best vacation ever was my sophomore year in high school when my parents took me to Hawaii.

**What are your hobbies?**

I love to read and have over 1300 books on my "To Be Read" list, but aside from that, most of my "spare" time is spent with my daughter who is involved in the very demanding extracurricular activity of All Star Cheerleading.

**Do you have any advice for new Property Appraiser employees?**

My advice would be to spend time in each department of the office getting to know what they do and what their role is in the daily running of the office. Some may think that each department works on its own, which is true to an extent, but more times than not, we end up working together and needing each other to get the job done.



*Kelby Collier*

# ANNUAL CONFERENCE PHOTOS







THANK YOU TO ALL THE ATTENDEES WHO WERE ABLE TO JOIN US FOR THE 2015 FCIAAO ANNUAL CONFERENCE THIS PAST APRIL.

- FCIAAO Executive Board

**FCIAAO EXTENDS SPECIAL THANKS TO:**

**Property Appraisers in Attendance:**

Hon. Carey Baker	Lake County	Hon. David Johnson	Seminole County
Hon. Leigh Barfield	Madison County	Hon. Sharon Outland	St Johns County
Hon. Dana Blickley	Brevard County	Hon. Ken Pruitt	St. Lucie County
Hon. Ed Crapo	Alachua County	Hon. Bruce Ratliffe	Taylor County
Hon. John Emerson	Hernando County	Hon. Scott Russell	Monroe County
Hon. Bert Hartsfield	Leon County	Hon. Katrina Scarborough	Osceola County
Hon. Bob Henriquez	Hillsborough County	Hon. Rick Singh	Orange County
Hon. Mike Hickox	Nassau County	Hon. Villie Smith	Marion County

**Our Vendors for their generosity:**

Aerial Cartographics	Facet Technologies	Panda Consulting	TC Delivers
Apex Software	Harris Govern	Patriot Properties	<b>Thomson Reuters</b>
Axis Data Solutions	HomeQuant	<b>Pictometry</b>	<b>Tyler Technologies</b>
Bruce Harris & Assoc.	iLookabout	qPublic	Vision Govt. Solutions
ControlCam	Lexis Nexis	Sidwell	<b>(BOLD names indicate high level sponsors)</b>
<b>Devnet</b>	Name2Homes	Spatialest	

## OUTSTANDING CHAPTER/AFFILIATE AWARD SUBMISSION

At each IAAO Annual Conference, individual and organizational achievements for excellence in property appraisal, assessment administration, property tax policy and related disciplines are recognized during the awards program.

One award of particular interest to the FCIAAO is the Outstanding Chapter/Affiliate Award. This award is conferred upon an IAAO Chapter or Affiliate organization that has made an outstanding contribution to the realization of the mission of IAAO.

The FCIAAO diligently pursues the goal of being one of the best chapters in the world. Our commitment to that goal has resulted in receiving the award a record seventeen (17) times!

Prior to May 1<sup>st</sup> our submission was sent to the IAAO for consideration of this prestigious award. The submission may be viewed on the chapter's website.



## EDUCATIONAL CALENDAR

FACM 04	Lake Mary	August 3-7
IAAO 102 Income Approach to Valuation	Lake Mary	August 3-7
IAAO 201 Appraisal of Land	Lake Mary	August 3-7
IAAO 312 Commercial Industrial Modeling Concepts	Lake Mary	August 3-7
IAAO 402 Tax Policy	Lake Mary	August 3-7
IAAO 600	Deland	November 2-6

## REGISTER TODAY!

IAAO will be holding their 81st Annual Conference in Indianapolis, Indiana September 13-16, 2015. Join hundreds of appraisal professionals from around the world! Registration is now open on IAAO's website. The deadline to receive the Early Bird registration rate and save \$100 is July 17th!

<http://conference.iaao.org/>



## COUNTY SPOTLIGHT: FRANKLIN COUNTY

Franklin County is situated along the Gulf of Mexico in the Florida panhandle approximately 80 miles southwest of Tallahassee. Franklin was founded on February 8, 1832 and was named for Ben Franklin. The county seat for Franklin is Apalachicola. The county has a total area of 1,027 square miles of which 535 is land and 492 is water.



*Hon. Rhonda Skipper*

During World War II most of Franklin County was used by the US military for jungle training. The beaches and islands were ideal for amphibious training and some of the toughest military training in the world. Camp Carrabelle was established and later renamed Camp Gordon Johnston after a highly decorated Colonel and more than a quarter of a million men were trained there. When the war ended and the military left in June 1946, Lanark Village was established from the remaining Officer's quarters.

Franklin includes several large preserved areas (Apalachicola National Forest and St Vincent National Wildlife Refuge) and many rivers and Barrier Islands (Cape St. George, Dog, St. George and St. Vincent) as well as St. James Island.

If you are looking for State Parks, there are several located in Franklin for your pleasure. Franklin County offers beaches, lighthouses, hiking trails and several historical landmarks to make this a memorable getaway.



<b>2014 Certified Tax Roll At-A Glance</b>	
<b>Real Property Parcels</b>	<b>18,051</b>
<b>Tangible Accounts</b>	<b>599</b>
<b>Just (Market) Value</b>	<b>\$2,559,370,577</b>
<b>Taxable Value</b>	<b>\$1,648,404,144</b>

Honorable Rhonda Skipper, CFA | first elected in 2013 | Website: <http://qpublic.net/franklin/>

## PROFESSIONAL DESIGNATION COMMITTEE NEWS

At the 2015 Annual Conference in Kissimmee, the Executive Board recognized the hard work of new IAAO professional designees and presented them with the Tony Hodge Educational Award and a \$250 check!

Please join us in congratulating the 2015 Tony Hodge Award Recipients:



*Tracy S. Drake*

**Jake Weaver, RES**  
Palm Beach County

**Craig Lycan, PPS**  
Alachua County



*Craig Lycan, PPS (left) and PDC Chairman Michael Chaves, CAE*

Additionally, a FCIAAO member received an IAAO designation, but was ineligible for the Tony Hodge Award. Nevertheless, the FCIAAO Executive Board would like to recognize this accomplishment as well:

**Jesus Rodriguez, PPS**  
Miami-Dade County

### CONGRATULATIONS NEW DESIGNEEES!



## EMPLOYMENT OPPORTUNITIES

GIS Mapping Technician	Martin County
Property Appraiser Clerk I	Miami-Dade County
Real Estate Evaluator 1	Miami-Dade County
Real Estate Evaluator 2	Miami-Dade County
Income Evaluation Specialist	Miami-Dade County
Residential Analyst	Orange County
Review Appraiser	Putnam County
Residential Appraiser	Sarasota County



THANK YOU  
FOR BEING A  
PLATINUM SPONSOR  
AT OUR  
ANNUAL  
CONFERENCE



THOMSON REUTERS

## COMMITTEE NEWS

Committee members are an integral part of our Chapter's success. Without their hard work and preparation, our conferences and education programs would not be as successful and well received as they are.

Each year, on our conference critique form we ask for volunteers to serve on committees or present at conferences. Happily, we received several responses this year in Kissimmee, and there will be some new members for 2015-2016 on our steering committees. The Executive Board will meet next week and ratify the members, and their names will be published on <http://www.fciaao.org/about/committees>

Thank you to all those who volunteer!



## **Mission Statement**

“To offer relevant educational opportunities in ad valorem appraisal and administration,  
and to promote professional development of our members.”