



Staying Appraised

CONGRATULATIONS TO OUR CEAA JURISDICTIONS

Congratulations to the Martin County Property Appraiser for obtaining their Certificate of Excellence in Assessment Administration (CEAA) and to the Lee County Property Appraiser for achieving recertification. The Lee County Property Appraiser was presented their CEAA in 2008.

IAAO recognizes governmental units involved with assessment that integrate best practices in the workplace. This challenging and rigorous program is a self-conducted evaluation of specific, accepted, assessment administration and appraisal practices as defined in the IAAO publication Assessment Practices: Self-Evaluation Guide. Interested jurisdictions should review all of the materials on the website at www.iaao.org and direct questions to excellence@iaao.org.



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2015-2016 FCIAAO

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PRESIDENT'S MESSAGE

Greetings, FCIAAO Members!

Summer and TRIM seasons are now behind us and, even my friends won't take my calls on Sunday afternoons so, that can only mean one thing – football and VAB seasons are upon us!



Todd Finlayson

Your Board of Directors has been busy working to bring you more education. We met in August in Palm Beach County to find a location for the 2017 Annual Conference and to continue planning our next annual conference which will be held in St. Pete in April of 2016.

I, along with several members of your Executive Committee, have just returned from the 81st IAAO Conference on Assessment Administration. This year's conference was held in Indianapolis, which proved to be a clean and beautiful city to visit. The only thing better than the perfect weather we enjoyed was dealing with the friendly people and the Local Host Committee.

We enjoyed some great education sessions and met assessors from all over North America and some from around the world. The IAAO and the Indiana Chapter set the bar very high for us Floridians. We'll have to work hard to impress the IAAO membership when they travel to Tampa Bay next year. Honorable Bob Henriquez, Hillsborough County Property Appraiser, accepted the key from the Indianapolis Local Host Committee. Mr. Henriquez will be leading the Tampa Bay Local Host Committee for the 2016 IAAO Conference so get ready to volunteer!

I'm thrilled to report to you that the Florida Chapter members and jurisdictions really cleaned up this year when it came to recognition which certainly proves that we have some of the best and brightest in assessment administration right here in Florida:

- Craig Lycan, PPS (Alachua) received his PPS designation.
- Terry Taylor, CAE, RES (St Lucie) received his CAE designation.
- Doug Will, CAE, AAS (Leon) received the Instructor of Excellence Award and his CAE designation.
- Tim Wilmath, MAI, SRA (Hillsborough) received the John C. Donehoo Essay Award.
- The Lake County Property Appraiser received the Public Information Program Award.
- The Martin County Property Appraiser was presented the Certificate of Excellence in Assessment Administration.
- The Lee County Property Appraiser renewed their Certificate of Excellence in Assessment Administration. Their original certificate was presented in 2008.
- Bill Wadsworth (Radiant Software) received the Clifford B. Allen Most Valuable Member Award.

Last but not least, your Florida Chapter received the Outstanding Chapter Award for the 18th time.

Congratulations to all who received well-deserved recognition and awards for their hard work and accomplishments!

Wishing you all a successful VAB outcome,

Todd Finlayson, CFE

FCIAAO President



IAAO EDUCATIONAL CALENDAR

IAAO 101 Fundamentals of Real Estate Appraisal	Lake Mary	December 7-11
IAAO 300 Fundamentals of Mass Appraisal	Lake Mary	December 7-11
IAAO 311 Residential Modeling Concepts	Lake Mary	December 7-11
IAAO 500 Assessment of Personal Property	Lake Mary	December 7-11
FACM 04 Basic Map Compilation	Lake Mary	December 7-11
IAAO 600 Principles and Techniques of Cadastral Mapping	Deland	November 2-6

CONGRATULATIONS ON THIRTY YEARS AS IAAO MEMBER

Mike Pratt is a 30 Year Member at the International Association of Assessing Officers (IAAO). He has been a Florida Chapter IAAO Member since 1987.

The Palm Beach County Director of Education Services is a professional appraiser with 35 years experience in real estate appraising and management. Mike is an Accredited Senior Appraiser (ASA) with the American Society of Appraisers; his discipline specialty is in Real Property/Ad-Valorem/Mass Appraisal. He is a State-certified Residential Appraiser, a State-licensed Residential Appraiser Instructor, a Certified Florida Evaluator (CFE), a State-licensed Community Association Manager (CAM) and an Accredited Member (IAAO-AM) of the International Association of Assessing Officers.



*Mike Pratt, ASA,
IAAO-AM, CFE,
CAM*

Mike spent 8 years managing commercial, industrial and multi-family property and 20 years working as an appraiser, supervisor, manager and director for Broward County's Property Appraiser. Over those years, he was a review appraiser, supervised apartment valuation, managed education, standards and compliance programs and served as a director for community service and taxpayer outreach.

Mike has been with the Palm Beach County Property Appraiser's Office 10 years. He is the Director of Education Services. He is responsible to coordinate education development goals, instruct employees on appraisal course material, prep students for examinations and organize education programs leading to professional designations and state certifications. He also directs education services outreach programming and special projects as requested by the Property Appraiser.

In July, 2013 Mike was elected to a 4 year term to serve on the Board of Directors of the American Society of Appraisers representing Europe and in the United States: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, and West Virginia.

In July, 2014 Mike was elected to a 3 year term to serve as a member-at-large on the Board of Real Property Committee at the American Society of Appraisers.

HALF OFF IAAO MEMBERSHIP FOR A LIMITED TIME

Are you interested in becoming a member of IAAO? For a limited time, IAAO is offering half off memberships to first time IAAO members. For \$87.50, you will receive the rest of 2015 and all of 2016! You must contact a local rep below to take advantage of this great offer! Deadline is December 31, 2015.

Katie Casey – katie@scpafl.org

Lainie Claudio – lclaudio@propappr.marion.fl.us

Sheila Crapo – scrapo@acpafl.org

Dorothy Jacks – djacks@pbcgov.org

Alice Weinberg – alice@scpafl.org



2015 FCIAAO TPP Seminar



The TPP Seminar will be held at the Westin Lake Mary, Orlando North, December 9th through the 11th. This year we will offer a 2 ½ day educational seminar with sessions provided by our Tangible Personal Property Steering Committee. Topics will range from industry updates to office best practices to our always informative round table discussions.

[Click here to view the AGENDA](#)

Cost is for \$55 FCIAAO Members and \$85 for Non-Members

An additional \$10 fee will be charged after November 17, 2015 for registration

Hotel Info:

The Westin Lake Mary, Orlando North
2974 International Pkwy
Lake Mary, Florida 32746
(800) 937-8461

Please [click here for Reservations](#) or call (800) 937-8461 and reference the "TPP Seminar Room Block"

Hotel Room Rate:

\$124 Single - includes breakfast voucher *

\$134 Double - includes breakfast voucher *

There are a limited number of rooms available at the discounted rate when reservations are made by November 17, 2015.

*Rates include one hot breakfast voucher per registered guest per day. Breakfast will be served daily in Shula's 347 Grill. Breakfast vouchers will be provided to each guest at check-in. Each guest must present their voucher in the Shula's 347 Grill at the time of ordering. Lost vouchers will not be replaced.

MEMBER SPOTLIGHT: RON BOUCHER

Name: Ron Boucher

County: Pinellas

What do you do for the PA?

Ron is the Assistant Director of the Tyrone Office of the Pinellas County PAO. His duties include oversight of staff... coaching, counseling and promoting individual growth and professional development; maintaining records for attendance and performance; keeping current the office calendars (for leave time, meetings, classes, birthdays, anniversaries and vehicle usage); assistance/direction to the entire staff wherever needed.



Ron Boucher

How long have you been employed by the PA?

11 years. Ron began in the Clearwater office in 2004 as a residential appraiser. He moved to condominiums in 2006 and became an assistant director to Ed Turner in 2011. In 2013, Ron moved to the Tyrone Office to become the Assistant Director to Denise Schmidt.

What do you like most about your job?

In the beginning, Ron enjoyed the physical activity of performing residential inspections. When he appraised condos, he traveled throughout the county and was able to “explore” a larger area. More recently, he has enjoyed mentoring and the interpersonal communication involved in supervision.

What do you find challenging about your job?

At first, it was a challenge to earn the respect of the “veterans” who had much more appraisal experience. More recently, it has been in creating a relaxed atmosphere that still develops “professionalism” within the staff and encourages a “get the job done” attitude.

Where were you born?

Ron was born in Henry Ford Hospital in Detroit Michigan, as the youngest of eight children. His parents finally reached “perfection” and stopped having children. There was an age difference of 13 years between his oldest sister and him. His Mother was from Sudbury, Ontario, Canada, and his Father from Montreal, Quebec, Canada.

Where did you go to school?

Ron attended St. Gregory Catholic School and was taught by the Sisters of the Immaculate Heart of Mary nuns for his first 12 years of schooling. He was valedictorian of his graduating class and was awarded a Ford Fund Scholarship. He graduated from the University of Notre Dame with a degree in business and later earned an MBA from Xavier University.



What was your first job?

Ron's first job was working part-time at the Ford plant in Detroit, followed by various summer jobs. After two years in the Army, Ron's first job was as an accountant for Celanese Coatings Company in Louisville, KY. Following a two year break as he earned his MBA, Ron worked for Gulf + Western Industries as an internal auditor. His longest employment was for 19 years at Kelsey Hayes Company (now a part of TRW), where he worked as an Audit Supervisor and a Plant Controller. In Florida, Ron worked as an independent appraiser prior to being hired by the PAO.

What was your best vacation ever?

Many vacations come to mind but three stand out. One was a trip to Acapulco with two buddies. They experienced a lot of the local "flavor". Another was a trip to Canada with his two sisters to visit relatives. A third was exploring New England with his brother and sister-in-law early one fall.

What are your hobbies?

Ron enjoys writing poetry, glass fusing, traveling (especially cruises), watching college football (especially Notre Dame football). He is especially good with the English language and is a fine creative writer. Give him a word, and he'll give you a short story (none of which will be true).

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.

What do you plan to do when you retire?

Ron will be taking an eight day Caribbean cruise the day after he retires. And he has other trips planned, as well.....two trips to the Detroit area to visit family and friends, and a "hunting" trip in the northern lower peninsula of Michigan



An advertisement for Pictometry, an Eagleview Company. The background features a map of Florida overlaid on a cityscape. The text reads: "Florida's Choice for Premier Imagery". Below this, there are four bullet points: "✓ 79 planes", "✓ 12-year history", "✓ 55 Florida counties", and "✓ Pre-qualified for Florida imagery projects". At the bottom, the Pictometry logo is displayed, followed by the text "AN EAGLEVIEW COMPANY", the phone number "888.771.9714", and the website "www.pictometry.com".

LAKE COUNTY WINS PRESTIGIOUS AWARD



The Lake County Property Appraiser's Office won the Public Information Program Award. Pictured above are IAAO President Martin Marshall with Michael Prestridge, Chief Deputy for Lake County.



*Hon. Carey Baker
Lake County
Property Appraiser*

The Lake County Property Appraiser's Office received the Public Information Program Award at the 2015 IAAO Conference. They were recognized for enhancements on their website, in particular the way in which they are displaying the applied exemptions and tax savings to the owner/user.

Their new layout adds an enhanced level of transparency to the owner, a new level of faith and trust that the Property Appraiser is correctly applying all exemptions. By listing all exemptions, the owner can also identify other exemptions for which they may be eligible. The user can select the "Learn More" or "View the Law" link and be directed to specific information or the specific statute.

Visit the enhanced website at www.lcpafl.org



IAAO CONFERENCE: INDIANAPOLIS



(Left) Doug Will, Leon County, receiving his CAE designation from IAAO President Marty Marshall.

Terry Taylor, St. Lucie County, also received his CAE and Craig Lycan, Alachua County, received his PPS.



Members of the FCIAAO Executive Board with the Chapter of the Year award. (Past President Alice Weinberg, Vice President Brian Loughrey, President Todd Finlayson, Secretary Katie Casey and 2nd Vice President Tracy Drake)



Tim Wilmath, Hillsborough County, won the John C. Donehoo Essay Award for his article titled "A Brief History of Intangibles in Ad Valorem Taxation". Way to go Tim!



Congratulations to all of the award winners at this year's conference!



Honorable Bob Henriquez, co-chair of the local host committee for the 2016 IAAO Conference, mans the Tampa booth in the exhibit hall.

CYBER SECURITY: TIME TO GET SERIOUS

Dan Andrews, CGCIO, CFCA, Information Technology Director, Osceola County Tax Collector's Office | dandrews@osceola.org

Cyber security issues have been widely publicized lately with all of the recent attacks on what were expected to be secure systems. Target, Home Depot, Sony Pictures, Staples, Anthem, and even the White House, are just a few organizations that have been in the news recently due to a data breach.

Technology has improved our lives in many different ways, but it has also created dangers and vulnerabilities. Cybercrime, hacktivist groups, nation states, cyber warfare, and cyber terrorism are very real dangers in today's world. Cyber security has become a massive problem for retailers, government networks, financial institutions, medical offices, and basically anyone who uses technology. 97% of fortune 500 companies have been hacked and cybercrime has become more profitable than the illegal drug trade¹.



These dangers will only get worse as more and more devices are connected to the Internet. The first website was created in 1991. By 1992 there were over 1 million computers connected to the internet. By 2013, there were over 8.7 billion devices connected to the internet and over 30 trillion webpages². Gartner, an information technology research and advisory firm, predicts that by the year 2020, there will be over 26 billion devices connected to the internet and will make up what is being called the IoT (Internet of Things). 5G cellular networks should be available by then with speeds 100 times faster than 4G. The future offers virtually everything connected to the internet, and at much faster speeds. This, unfortunately, will create more security vulnerabilities and opportunities for cyber criminals.

It is time to start taking cyber security more seriously.

There is a tradeoff between security and convenience. The benefits of the convenience must be analyzed to determine if they outweigh the risk. Cyber security is everyone's responsibility. Everyone in the organization needs to be aware of, trained in, and responsible for cyber security issues. Your Information Technology Department can implement many controls to minimize the risk to your organization, but one of the best security measures is education and awareness. There is no silver-bullet solution to this problem. Layers of security are

needed to combat the problem, and users need to be educated and vigilant.

Common reasons your network might be attacked:

Monetary Gain - Cybercrime is big business for criminal organizations. Back in 2012, Cyber criminals from Estonia infected more than 570,000 computers worldwide and made over \$14 million dollars just by tricking people into visiting fraudulent websites.³

Revenge – This is always a very dangerous motive for being attacked because it may come from a disgruntled employee who is still working for your business. This disgruntled employee is already inside your firewall on your network and probably has access to different applications and files. Third-party vendors or consultants also pose a risk to your network because they are usually given access to servers and files.

Espionage - The FBI estimates that every year U.S. companies lose up to \$100 billion dollars in business profits because of information theft or espionage.⁴

Publicity – Attackers may attack networks to seek public notoriety or to advertise their skills.

Personal Satisfaction – Attackers may attack networks as a hobby, for the challenge, or to boost their egos. These attackers are very dangerous because they attack networks indiscriminately.

Cyber Terrorism – Computers and servers in the U.S. are the most aggressively targeted information systems in the world.⁵ As the nation's critical infrastructure grows more reliant on information technology systems, it also becomes more exposed to attackers, both foreign and domestic. These attacks threaten our nation's security, economy, public works, communication systems, and many other computer networks.

Cyber Warfare – Defined as politically motivated hacking to conduct sabotage and espionage. More than 140 nations are now developing cyber weapons. Cyber weapons are easier and cheaper to develop than conventional weapons, and easy to deploy in an Internet-connected world.⁶

Some of the common ways attackers breach a network are:

1. Misconfigured servers or systems that allow unauthorized access
2. Unpatched systems (These are software vulnerabilities. They may be known vulnerabilities or unknown zero-day threats.)
3. Social engineering or phishing attacks
4. Inside job

A layered security approach is needed to protect a network from cyber security issues. There are many additional measures that can be taken, but the following layers should be implemented at a minimum:

Physical Security – Lock servers in a secure room. Lock your workstation or log off. Secure laptops with BitLocker. Have remote wipe capabilities for portable devices such as phones and tablets.

Firewall – Use an enterprise-grade, next-generation firewall. Implement Geo-Location blocking if possible.

Web Filter – Filter web traffic not only to block undesired website, but malware also. People visiting illegal websites could involve your organization in an investigation.

Email Filter –Email must be filtered for productivity and anti-malware protection. Filtering email in the Cloud will help eliminate unnecessary traffic in your network.

Anti-Malware Software – Servers and workstations still need to have anti-malware software on them. It must be kept up to date. Alerts should be configured and logs checked often.

Strong Password Policy – Use strong/complex passwords and change them often.

Install Updates – Updates must be run on systems. At a minimum, updates should be run on Windows, MS Office, Adobe Flash and Reader, and Java.

Implement “Least Privilege” – 90% of critical Windows vulnerabilities are mitigated by eliminating admin rights to the user.⁷

Educate Users – One of the most important measures is education. Everyone (individuals, employees, companies, and CEOs) needs to understand the new dangers related to using technology.

Monitor Network, Logs, and Systems – Monitor network and systems to establish a baseline, then monitor for abnormalities. S.I.E.M. (Security Information and Event Management) systems use a form of artificial intelligence to monitor networks, systems, and logs.

Cyber security will continue to make the headlines unless we take very serious and deliberate action to protect ourselves. Education and awareness are key. Please ask your Information Technology Department for more information.

REFERENCES

¹Remarks by Assistant Attorney General John Carlin at the U.S. Chamber of Commerce Third Annual Cybersecurity Summit on 10/28/2014 (<http://www.justice.gov>) and commentary by Robert Dethlefs from <http://www.fortune.com> on 05/01/2015

²P.W. Singer and Allan Friedman, *Cybersecurity and Cyberwar*, 2014, 2

³P.W. Singer and Allan Friedman, *Cybersecurity and Cyberwar*, 2014, 169

⁴International Business Publications, *United States FBI Academy Handbook*, 2009, 85

⁵<http://www.cyberterrorismcenter.org> viewed 08/07/2015

⁶Peter Suci, *Why cyber warfare is so attractive to small nations*, Fortune.com 12/21/2014

⁷<http://www.beyondtrust.com/NewsEvents/PressReleasesDetails/45> viewed 08/07/2015

COUNTY SPOTLIGHT: GADSDEN COUNTY

Gadsden County is situated in the Florida panhandle bordering Georgia and is included in the Tallahassee Metropolitan Statistical Area. Gadsden was founded on June 24, 1832 and was named for James Gadsden. The county seat for Gadsden is Quincy. The county has a total area of 528 square miles of which 516 is land and 12 is water.



*Honorable Clay
VanLandingham*

While James Gadsden was serving in the Army in Florida, Gadsden established the army strongpoint of Fort Gadsden along the banks of Apalachicola River on the site of a former British fort that had been occupied by escaped slaves. Gadsden County was historically known for its tobacco crop which is obsolete today. Gadsden County is the only predominately African-American county in Florida and is currently the home to two high schools (West Gadsden and East Gadsden).

While Gadsden County is situated less than one half-hour away from the State Capital, it is a more laid back atmosphere. Cultural and recreational activities are plentiful in Gadsden. Rolling hills and ancient live oak trees draped in Spanish moss will be what you see when you drive down the roadways leading you through historic landmarks to fine art galleries, historic tobacco barns and outdoor murals

2015 Preliminary Tax Roll At-A Glance	
Real Property Parcels	27,675
Tangible Accounts	1,423
Just (Market) Value	\$2,963,473,133
Taxable Value	\$1,345,068,560
Employees:	9



Hon. Clay VanLandingham, CFA | first elected in 2004 | Web: <http://qpublic.net/gadsden>

PROFESSIONAL DESIGNATION COMMITTEE NEWS

Attention IAAO Professional Designation Candidates/New Designees!

In an attempt to pursue the goal of promoting education, the FCIAAO Executive Board recently approved to increase the Tony Hodge Educational Award from \$250 to \$500. Therefore, the Procedural Rule now reads:

The **Tony Hodge Award** is granted to FCIAAO members who earn their IAAO designation. At the FCIAAO Annual Conference, the Executive

Board shall recognize the new designees and may present them with a \$500 check. To be eligible, new designees must be a FCIAAO member in good standing for 12 months prior to being awarded their IAAO designation. New designees must provide a copy of IAAO's letter conferring designation, or a copy of the designation certificate, to the PDC Chairman, or a member of the PDC.

New designees should email a copy of IAAO's letter conferring the designation to Michael Chaves, PDC Chairman (mmc@miamidadegov).



Tracy S. Drake

CONGRATULATIONS NEW DESIGNEES

Doug Will, CAE , Leon County



Terry Taylor, CAE, St. Lucie County

One of the highlights of the conference was meeting the excellent leadership of IAAO. We are fortunate to have two very dedicated individuals here in Florida who are willing to give of their precious time and considerable expertise to further the mission of IAAO. If you are an IAAO member, you will be receiving a ballot next month. Please exercise your right to vote!



Dorothy Jacks, AAS
Palm Beach County
Candidate for Vice President.



Pat Alesandrini, CAE, RES
Hillsborough County
Candidate for the Executive Board Region
3 Director.

EMPLOYMENT OPPORTUNITIES

TPP Appraiser 1	Hillsborough County
Income Evaluation Specialist	Miami-Dade County
Real Estate Evaluator 2	Miami-Dade County
Commercial Appraiser	Osceola County
Review Appraiser	Putnam County
Residential Appraiser	Sarasota County



**MARK YOUR CALENDARS
IAAO CONFERENCE in TAMPA
AUGUST 28-31, 2016**

**THANK YOU
FOR BEING A
PLATINUM SPONSOR
AT OUR
ANNUAL
CONFERENCE**



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or search for Florida Chapter IAAO

Stay tuned for a chance to win a prize!!



Mission Statement

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