

**AAAO 2017 Mid-Winter Conference**  
**Opelika, Alabama**  
**February 27 – March 3**

**Pre-Conference Classes:**

- *Valuation of Usual and Unusual Personal Property* – Jennifer Byrd  
This class focuses on business personal property, which because of its uniqueness, presents special problems in discovery and determining fair and reasonable market value. Specific content varies depending upon the topics identified by the participants and the Department of Revenue. It is dynamic, interactive, and problem/solution oriented.
- *Development of Land Schedules and Values* – Matt Smith  
This class is designed to facilitate uniform practices in the development of land schedules. Basic Concepts and procedures including sources of data and data collection, data analysis, determination of land schedules and values, and proofing and verification of schedules are emphasized in this course.

**Tuesday, February 28**

3:00 to 4:30 p.m.                      Registration

**Wednesday, March 1st**

9:00 to 10:00 a.m.                      Registration, Vendor Area Open & Breakfast Buffet

10:00 to 11:00 a.m.                      Opening Session

11:00 to 11:30 a.m.                      Technology Break

11:30 a.m. to 1:00 p.m.                      AAAO Luncheon

1:00 to 2:00 p.m.                      *Overcoming Diversity* (All Tracks)

Lisa Ditchkoff

Description: Lisa Ditchkoff will join us to share her memoir “The Girl with the Caterpillar Eyebrows: Survival. Resilience. Triumph.” Lisa owns and operates the Bottling Plant Event Center in historic downtown Opelika, but her childhood was far removed from the small town she experiences today. The daughter of an alleged mobster with ties to the Irish Boston Mafia, Lisa escaped with her mother to a life in hiding for some twenty-seven years. The memoir reveals the details of a life in fear and the repercussions suffered by a young woman adrift in a world of fear and abuse. And yet the book is the tale of triumph, of overcoming obstacles and finding a way to thrive in spite of adversity.

2:00 to 2:30 p.m.                      Technology Break

2:30 to 3:30 p.m.

*What's in Your Education Policy and JEAC Overview (All Tracks)*

Donna Raney and Julia Heflin

Description: Through trivia play, participants will learn more about the advising board for the property tax education program as well as learn policies that govern the program.

**Thursday, March 2nd**

8:00 to 9:00 a.m.

Breakfast Buffet & Vendor Area Open

9:00 to 10:00 a.m.

- *Data Analysis and Queries (RP; SS;TA)*

Matt Smith

Description: This workshop highlights the importance of sifting and analyzing data to ensure the uniform appraisal of property. Real-world examples will demonstrate the impact that errors in data can have on appraisals. Included will be step by step examples of how to retrieve the data you need from your CAMA system.

- *Oppal Review (PP;SS;TA)*

Jennifer Byrd

Description: The Optional Personal Property Assessment Link (OPPAL) for filing business personal property in Alabama has been through its first filing season and this workshop will provide attendees with an overview of its performance. A review of issues, statistics, and planned enhancements will give participants a picture of how the system functioned this year. Discussion of CAMA vendor system challenges, resolutions, and ways in which electronic filing will impact county appraisal offices in future will be offered.

- *Mapping Specs: Deeded vs. Calculated (Mapping;SS;TA)*

Leslie Mackey

Description: This workshop will review some of the common questions that are encountered with map maintenance and updating procedures. Acreage and dimensions, land hooks, combining of properties, etc. will be discussed.

10:00 to 10:30 a.m.

Technology Break

10:30 to 11:30 a.m.

- *Industrial Properties Real vs. Personal* (RP;PP;SS;TA)

Matt Smith and Jennifer Byrd

Description: Every county in Alabama appraises some kind of industrial facility, whether big or small. Appraisers must make judgements as to whether many types of property located at these businesses are real or personal. This workshop provides information to property tax office personnel, elected officials, and appraisers on the potential differences between real and personal property located at industrial facilities. Examples of real versus personal property will be given. The importance of communication between the real and personal property appraisal departments will be discussed.

- *LiDAR* (Mapping;SS;TA)

Leslie Mackey

Description: This workshop will provide an introduction to LiDAR (Light Detection and Ranging), a remote sensing method that uses light in the form of a pulsed laser to measure ranges (variable distances) to the Earth. We will also discuss some of the benefits that this new technology can offer to county government.

11:30 a.m. to 1:00 p.m.

Lunch (on your own)

**Thursday, March 2nd**

1:00 to 2:00 p.m.

- *Mock Property Tax Appeal to the Board of Equalization: Non-Professional and Professional Version (All Tracks)*  
Donna Raney and County Valuation Players  
Description: Players will depict two scenarios of the Property Tax Appeal process as the Board of Equalization showing a non-professional and professional way of navigating the process.

2:00 to 2:30 p.m.

Technology Break

2:30 to 3:30 p.m.

- *Legislative Roundtable (All Tracks)*  
ADOR  
Description: This workshop will review the legislative issues from 2016 and investigate any new issues with the 2017 regular session of the Alabama Legislature.

6:30 p.m.

Banquet – *Making it Happen: Adapting and Overcoming Life’s Challenges*  
Jody Fuller

Description: People used to make fun of Jody Fuller who grew up a poor, stuttering kid in Alabama. People often made fun of him for the way he spoke, yet today, those same people pay to hear him speak.

**Friday, March 3rd**

9:00 a.m.

Breakfast and Closing Session