

# Amplify 2022 Agenda

Monday, October 3rd

7:00am - 9:00am

**Breakfast at the Marriott Hotel**

*Location: Chambers Bay 1 - Marriott*

7:30am - 10:30am

**Registration Open**

*Location: Greater Tacoma Convention Center*

7:30am - 9:00am

**Exhibitor Hours**

*Location: Exhibit Area*

9:00am - 10:30am

**Conference Welcome & Opening Keynote with ESRI's Brian Cross**



Kick off the conference with our first keynote speaker, Brian Cross! Brian Cross is the head of the Professional Services division at Esri and a member of Esri's corporate management team. Brian and his team strive to evolve and highlight new patterns of GIS, creating lighthouse examples of GIS across many industries, and showcasing the latest generation of technology.

*Location: Ballroom B, C, D*

10:45am - 11:45am



**Aumentum Tax: Aumentum Analytics (All Versions)**

Overview of Aumentum Analytics, what it is, how it works and how you can try it out in the Tech Lounge.

*Speakers: Daniel Fasteen, PhD and Michael Leavor*

*Location: Room 316*

**Aumentum Technical: Creation of Data Services in Platform**

This session will demonstrate the creation and registration of a stored procedure as a custom Data Service and show how to make a Data Service secure when it contains sensitive data. The demonstration will conclude by executing the Data Service in Aumentum to export the results.

*Speaker: Leon Smit*

*Location: Room 317*

10:45am - 11:45am



### **Aumentum Valuation: What's New & What's Next?**

An overview of new features released since our last Amplify and a review of our Roadmap for 2022 and beyond within Aumentum Valuation, Case Management, Records, Real Property, Personal Property, and Assessment Administration modules.

*Speakers: William Pleake, Brandi Putoff, Steve Hansel, Tien Dao*

*Location: Room 318*

### **customCAMA: What's New? What's Next?**

A review of enhancements made this past year, plus upcoming plans for customCAMA development.

*Speakers: Debbie Bush and Stephen Dunagan*

*Location: Room 404*

### **ProVal: A Year in Review/Journey Map**

A look back at release content since last Amplify, with a discussion of future enhancements.

*Speaker: Victoria Cole*

*Location: Room 315*

12:00pm - 1:00pm

**Lunch in Ballroom B, C, D**

12:00pm - 1:00pm

**Exhibitor Hours**

*Location: Exhibit Area*

12:30pm - 4:30pm

**Tech Lounge**

Open daily after lunch and the mid-day keynote, the Tech Lounge features stations to check out some of our offerings and speak to members of the Aumentum development team. Interact with Aumentum staff on these topics and any other questions you may have: - GIS - General Tech Questions - UX/Usability - Hosting & Managed Services.

*Location: Ballroom A*

1:00pm - 2:00pm



### **Aumentum Tax: Washington Excise Tax/REET (Platform)**

Interactive session to review design and get feedback.

*Speakers: Paula Leal & Hani Bahabeel*

*Location: Room 405*

### **Aumentum Tax: California AB8 Processing (Platform)**

Join Thomas Parks as he provides an overview of the AB8 process in Aumentum and how to balance values.

*Presenter: Thomas Parks*

*Location: Room 407*

### **Aumentum Tax: Field Enforcement Processing (Platform)**

See what has been developed to help enforcement officers manage delinquent cases in Aumentum Platform.

*Speaker: Kendall Caballero*

*Location: Room 316*

1:00pm - 2:00pm



### **Aumentum Valuation: Comps, Comps, Comps**

The market approach is an essential component to any valuation system. Being able to generate comparable sales using proper adjustments, selection criteria, and weighting are sometimes confusing to set up. This session will provide some best practice considerations in using regression-based adjustments in the market approach, as well as setting up adequate weighing and indexing for selection in deriving a final market indicated value for a subject property. Other market variable considerations will also be discussed and how they can be applied in the approach. This session will be the follow up to the Demystifying Regression session on applying regression-based adjustments in the market approach for Aumentum Valuation.

*Speakers: Daniel Fasteen, PhD and Steve Hansel*

*Location: Room 318*

### **Aumentum Technical: Workflow Roundtable for All Versions**

Join us for a discussion on the future of Aumentum's Workflow, applicable to all versions of Aumentum.

*Speakers: Aumentum Technical Team*

*Location: Room 317*

### **ProVal: Data Schema Review - How to Create Views & Utilize Fields in Reporting**

A look at the ProVal schema, and how to utilize it when creating custom views and writing custom reports.

*Speakers: Victoria Cole, Kevin Lauer*

*Location: Room 315*

### **customCAMA: MLS How To's**

A County review of how Arapahoe County uses MLS in customCAMA.

*Speaker: Rick Hein (Arapahoe County)*

*Location: Room 404*

2:15pm - 3:15pm



### **Aumentum Tax: What's New & What's Next?**

Take a look at what has been delivered in Aumentum over the past year and get a glimpse of upcoming changes.

*Speaker: Paula Leal*

*Location: Room 316*

### **customCAMA: Panel Discussion on Parcel Maintenance**

Join a panel of counties on a discussion that includes Parcel Maintenance and more!

*Speakers: Lori Krager (Boulder CO), Sue Sterrett (Jefferson MO)*

*Location: Room 407*

### **ProVal: Migration Path**

A discussion of the path forward to Valuation from ProVal.

*Speakers: William Pleake, Victoria Cole*

*Location: Room 315*

3:15pm - 3:45pm

**Exhibitor Hours**

*Location: Exhibit Area*

**3:15pm - 3:45pm**

**Refreshments & Sponsor Bingo in Exhibit Area!**

Join us for refreshments in the Exhibit Hall and check out some of the offerings that our sponsors have to increase productivity and efficiency in your office!

*Location: Exhibit Area*

**Free Evening - Enjoy the Tacoma Sights!**



# Tuesday, October 4th

7:00am - 9:00am

## Breakfast at the Marriott Hotel

*Location: Chambers Bay 1*

7:30am - 10:30am

## Registration Open

*Location: The Greater Tacoma Convention Center*

7:30am - 9:00am

## Exhibitor Hours

*Location: Exhibit Area*

9:00am - 10:15am

## Tuesday Morning Keynote: Bob Layton



One of the comics industry's true visionaries at every level, creator, writer, artist, designer, and entrepreneur, with over 5000 comic book credits to his name, Bob Layton has successfully migrated from comics to other media, including television, animation, and feature films. If you've seen the Iron Man movies, then you're familiar with Bob's work as the DVD extras make clear. Bob reinvented the Iron Man comic in the late 70s, taking it from near-cancellation to one of Marvel's all-time bestselling series. The classic Iron Man story "Demon in a Bottle" was recently voted "one of the top 20 comic stories of all time".

*BobLayton.com*

*Location: Ballroom B, C, D*

10:30am - 11:00am

## Keynote: 2022 Support Organization Update

Join our Support Organization Leaders for an update on current support initiatives.

*Location: Ballroom B, C, D*

11:15am - 12:15pm



## Aumentum Tax: Best Practice Review for All Versions

Join your peers for this knowledge sharing session geared towards Aumentum Technologies and our customers sharing the best way to accomplish tasks in their offices.

*Speakers: Brenda Mabry, Elaine Guntz-Overdorf*

*Location: Room 316*

## Aumentum Technical: Database Tips & Tricks

This session will share tips and tricks and lesser-known features of SQL Server to allow to database engine to run more efficient. Tips include how to detect and reclaim unused disk space and maintenance hints to improve database performance.

*Speaker: Leon Smit*

*Location: Room 407*

11:15am - 12:15pm



### **Aumentum Valuation: Back to the Future of Valuation**

One of the main priorities for Aumentum Valuation is to upgrade our Valuation screens! We're looking into new technology in revamping our screens to be more GIS-centric, efficient, contextual, and more user friendly. This session will be an interactive session where we discuss some of our ideas, some designs, and solicit your feedback and ideas! Come be a part of the Aumentum Valuation future!

*Speakers: Steve Hansel and Daniel Fasteen, PhD*

*Location: Room 318*

### **customCAMA: ARCGIS & JS GeoAnalyst Functional Overview**

Overview of JS GeoAnalyst integration with ARCGIS and customCAMA.

*Speaker: Kevin Schulte*

*Location: 405*

### **ProVal: Market & Sub-Market Functionality - A Peer Driven Review**

A look at how a ProVal jurisdiction utilizes Market/Sub-Market functionality presented by Hamilton County.

*Speakers: Kim Powell, Scott Bernhardt, Kevin Poore*

*Location: 315*

12:30pm - 1:30pm

**Lunch in Ballroom B, C, D**

12:30pm - 1:30pm

**Exhibitor Hours**

*Location: Exhibit Area*

1:00pm - 5:00pm



**Tech Lounge**

Open daily after lunch and the mid-day keynote, the Tech Lounge features stations to check out some of our offerings and speak to members of the Aumentum development team. Interact with Aumentum staff on these topics and any other questions you may have: - GIS - General Tech Questions - Aumentum Analytics - UX/Usability - Hosting & Managed Services.

*Location: Ballroom A*

1:45pm - 2:45pm



### **Aumentum Tax: Cryptocurrency is Coming (All Versions)**

Open discussion about cryptocurrency in the news and what adoption might mean for tax collection offices.

*Speaker: Kendall Caballero*

*Location: Room 316*

1:45pm - 2:45pm



### Aumentum Valuation: Creating Your Property Record Cards

Valuation has historically offered a fixed-style PRC within both 10.04 and Platform. This past year Aumentum Technologies developed a banded-style PRC in Platform that offers more flexibility to expand and contract automatically based upon the parcel objects. We will review both types of reports in this one-hour session.

*Speaker: Steve Hansel      Location: Room 318*

### customCAMA: Panel Discussion on Data Integrity

Join your peers for a panel discussion on hot topics in Data Integrity, such as Edit Checks / Reports / Dashboards  
Panel: *Sue Sterrett (Jefferson MO), Lori Krager (Boulder CO)*

*Location: Room 405*

### ProVal: GIS: A Look at JS GeoAnalyst within ProVal

A quick overview of GIS - What is it, what can you do with it? How you can leverage GIS within your CAMA system followed by a Q&A.

*Speakers: Kevin Lauer, Kevin Schulte      Location: Room 315*

2:45pm - 3:15pm

### Exhibitor Hours

*Location: Exhibit Area*

2:45pm - 3:15pm

### Refreshments and Sponsor Bingo in Exhibit Area

Join us for afternoon refreshments, including cookies and brownies, in the Exhibit Hall and check out some of the offerings that our sponsors have to increase productivity and efficiency in your office!

3:30pm - 4:30pm



### Aumentum Tax: Jurisdictional Changes (Non-Platform)

Dive into how to process Jurisdictional changes in non-platform versions of Aumentum.

*Speakers: Brenda Mabry, Elaine Guntz-Overdorf      Location: Room 315*

### Aumentum Tax: Jurisdictional Changes (Platform)

Dive into how to process Jurisdictional changes in Aumentum Platform.

*Speaker: Thomas Parks      Location: Room 317*

### Aumentum Valuation: Evidence Packets - Just the Facts Please!

This session will explore the process to gather needed data to be attached to a case(s) as an Evidence Packet for use within the Case Management module.

*Speaker: Mindy Alexander      Location: Room 318*

3:30pm - 4:30pm



### customCAMA: Ask the Developer!

A roundtable discussion with customCAMA's Engineering Manager, **Stephen Dunagan**.

*Location: Room 405*

### ProVal: Demystifying Regression

Regression analysis is a powerful methodology used to understand the relationship of property variables that contribute to value. This session will dive into the basics of regression such as what regression can do and what it is used for, the software used in building models, specifying a model, understanding the diagnostics and residuals, and then application of the results. The application of regression results can be utilized in ProVal to adjust comps in the market approach.

*Speaker: Daniel Fasteen, PhD*

*Location: Room 316*

5:45pm

### Conference Event: Bus from Convention Center to LeMay

Meet in front of the Convention Center for your ride to the LeMay Auto Museum.

6:00pm - 9:00pm

### Conference Event: Customer Appreciation at the LeMay Auto Museum



Join us for music, food, and fun at LeMay - America's Car Museum (ACM), named one of USA Today's 10 Best Museums in Seattle. An international destination where families and enthusiasts gather to celebrate America's love affair with the automobile. A truly unique experience – not just for car enthusiasts! Comfortable shoes recommended.



# Wednesday, October 5th

7:00am - 9:00am

## Breakfast at the Marriott Hotel

*Location: Chambers Bay 1*

7:30am - 9:00am

## Exhibitor Hours

*Location: Exhibit Area*

9:00am - 9:50am

## Wednesday Keynote: Thrive with Strengths



How are you making your strengths work for you? We find that leaders want to make better contributions with less friction and better results by leveraging their strengths. So, let's explore how you can align your strengths to achieve what you want.

Joanna Wiesinger, Ph.D., CEO of Thrive with Strengths, is a Gallup Certified Strengths Coach, a "recovering" inorganic chemist, and a TEDx speaker.

*Location: Ballroom B, C, D*

10:00am - 10:30am

## Sponsor Closing & Giveaways!

Make your way to the Exhibit Area to find out if you're the winner of one of the prizes from our sponsors!

*Location: Exhibit Area*

10:45am - 11:45am



### Aumentum Tax: GL Mapping Setup for Distribution (All Versions)

Demystify the dreaded GLMapping error on the distribution report.

*Speaker: Thomas Parks*

*Location: Room 316*

### Aumentum Valuation: Using Data Services, Forms & Correspondence

Data Services, Forms and Correspondence are customizable tools available in Aumentum. This will be an overview of these tools within Aumentum Valuation, how they are configured, accessed and executed. As time allows, we will also cover Real Property Data Sources and their configuration.

*Speakers: Tien Dao, Brandi Putoff, Sean Butler*

*Location: Room 318*

### customCAMA: Free Form Open Discussion

Open time slot to cover any topics that we could not finish in the Panel Discussions

*Speakers: Sue Sterrett (Jefferson, MO), Stephen Dunagan, Debbie Bush*

*Location: Room 407*

10:45am - 11:45am



### ProVal: Best Practices: Comparables

The market approach is an essential component to any valuation system. Being able to generate comparable sales using proper adjustments, selection criteria, and weighting are sometimes confusing to set up. This session provides some best practice considerations when constructing the market approach in ProVal. We will review how to extract data, apply the results of regression coefficients, and point estimates, and apply comp selection weighting to come up with a final market indicated value for a subject property. This session is a follow up to the Demystifying Regression session.

*Speaker: Daniel Fasteen, PhD*

*Location: Room 315*

12:00pm - 1:00pm

Lunch in Ballroom B, C, D

1:00pm - 2:00pm



### Afternoon Keynote: Public Access Upgrade Update

This session will present an overview of the Public Access roadmap. Product management will provide an update on feature development progress and showcase new features implemented on new and upgraded Public Access portals. There will be time reserved for you to provide feedback and contribute new ideas for the platform. Together, we can make Public Access a solution to help you serve your constituents better!

*Speaker: William Pleake*

*Location: Ballroom B, C, D*

12:30pm - 5:00pm



Tech Lounge

Open daily after lunch and the mid-day keynote, the Tech Lounge features stations to check out some of our offerings and speak to members of the Aumentum development team. Interact with Aumentum staff on these topics and any other questions you may have: - GIS - General Tech Questions - Aumentum Analytics - UX/Usability - Hosting & Managed Services.

*Location: Ballroom A*

2:15pm - 3:15pm



### Aumentum Tax: Aumentum Foreclosure/Deeds (Non-Platform)

This session will provide insights into how Delinquent Processing may be used to manage foreclosures and Deeds in Non-Platform Versions of Aumentum Tax.

*Speaker: Paula Leal*

*Location: Room 315*

### Aumentum Tax: Business Revenue Overview (Platform)

Get a glimpse at the functionality available to assist with collections for Business Licenses and Self-reporting taxes like Transient Occupancy Tax, Cannabis Collections, and Tourist Development Tax.

*Speaker: Michael Leavor*

*Location: Room 317*

2:15pm - 3:15pm



### **Aumentum Tax: Roll Corrections Tips & Tricks (Non-Platform)**

Join this session to get some tips and tricks to help with troubleshooting Roll Correction issues on the various versions of Aumentum.

*Speakers: Brenda Mabry, Elaine Guntz-Overdorf*

*Location: Room 407*

### **Aumentum Valuation: Personal Property Online Filing**

Review the changes that are going to be available for online filing of statements/renditions for the taxpayer and the interaction between Public Access and PPA. We will also discuss and gather input for future changes to insure ease of use for the taxpayer and the jurisdiction.

*Speaker: Brandi Putoff*

*Location: Room 318*

### **customCAMA: National Users Group Roundtable**

A roundtable discussion for the customCAMA user group community.

*Speakers: Sue Sterrett, Debbie Bush*

*Location: Room 405*

### **ProVal: Review of Income, Part 1**

A peer led review of the Income functionality within ProVal, and how they utilize it as part of their assessment practices.

*Speakers: Brian Stender and Greg Himes (Canyon County)*

*Location: Room 316*

3:30pm - 4:30pm



### **Aumentum Valuation: Legislative Changes Roundtable**

Join the Product and Customer Support Teams for a roundtable discussion covering Aumentum Technologies' approach to monitoring and implementing legislative changes.

*Speakers: William Pleake, Tien Dao, Steve Hansel, Brandi Putoff*

*Location: Room 407*

### **Aumentum Tax: User Profile & Role Setup (All Versions)**

Refresher course on security functionality in prior versions of Aumentum and a glimpse at improvements made in all versions of Aumentum Tax.

*Speaker: Elaine Guntz-Overdorf*

*Location: Room 316*

### **ProVal: Review of Income, Part 2**

Continued review of the Income functionality within ProVal.

*Speakers: Brian Stender and Greg Himes (Canyon County)*

*Location: Room 315*

5:30pm - 6:30pm

### **Pre-Banquet Cocktail Hour**

Have a drink and mingle before relaxing at the Amplify 2022 Banquet!

*Location: Ballroom B, C, D*

6:30pm - 8:30pm

### Conference Event: Amplify 2022 Banquet



Celebrate an amazing conference with us with some great food, company, and entertainment. The Closing Banquet is always an exciting time as we present the 2022 ACE Awards and give you insight into where you're headed for next year's Amplify conference!

