

# Amplify 2022 Agenda

Monday, October 3rd

7:00am - 9:00am

Breakfast at the Marriott Hotel (Chambers Bay 1)

7:30am - 10:30am

Registration Open

7:30am - 9:00am

Exhibitor Hours

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.

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*

## 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*

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*

## 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*

## 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*

12:00pm - 1:00pm

Lunch in the Ballroom

12:00pm - 1:00pm

Exhibitor Hours

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 - Reporting - Tech Lab UX/Usability.

1:00pm - 2:00pm



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

Interactive session to review design and get feedback.

*Speakers: Paula Leal & Hani Bahabeel*

## 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*

## Aumentum Tax: Field Enforcement Processing (Platform)

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

*Speaker: Kendall Caballero*

**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*

## 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*

## 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*

## customCAMA: MLS How To's

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

*Speaker: Rick Hein (Arapahoe County)*

**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*

## 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)*

## ProVal: Migration Path

A discussion of the path forward to Valuation from ProVal.

*Speakers: William Pleake, Victoria Cole*

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

**Exhibitor Hours**

**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!

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



# Tuesday, October 4th

7:00am - 9:00am

**Breakfast at the Marriott Hotel (Chambers Bay 1)**

7:30am - 10:30am

**Registration Open**

7:30am - 9:00am

**Exhibitor Hours**

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*

10:30am - 11:00am

**Keynote: 2022 Support Organization Update**

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

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*

**Aumentum Technical: Database Tips & Tricks**

This session will share tips and tricks and lesser-known features of SQL Server to allow the 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*

**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*

## customCAMA: ARCGIS & JS GeoAnalyst Functional Overview

Overview of JS GeoAnalyst integration with ARCGIS and customCAMA.

*Speaker: Kevin Schulte*

## 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*

**12:30pm - 1:30pm**

**Lunch in the Ballroom**

**12:30pm - 1:30pm**

**Exhibitor Hours**

**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: - ODS/Analytics - GIS - Reporting - Tech Lab UX/Usability.

**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*

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*

## 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)*

## 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*

2:45pm - 3:15pm

## Exhibitor Hours

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*

## Aumentum Tax: Jurisdictional Changes (Platform)

Dive into how to process Jurisdictional changes in Aumentum Platform.

*Speaker: Thomas Parks*

## 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*

**3:30pm - 4:30pm**



## customCAMA: Ask the Developer!

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

## 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**

**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 (Chambers Bay 1)

7:30am - 9:00am

Exhibitor Hours

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.

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!

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*

### 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*

### 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*

**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*

**12:00pm - 1:00pm**

### **Lunch in the Ballroom**

**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*

**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: - ODS/Analytics - GIS - Reporting - Tech Lab UX/Usability.

**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*

**2:15pm - 3:15pm**



## 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*

**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*

## 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*

## customCAMA: National Users Group Roundtable

A roundtable discussion for the customCAMA user group community.

## 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)*

**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*

## 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*

## ProVal: Review of Income, Part 2

Continued review of the Income functionality within ProVal.

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

**5:30pm - 6:30pm**

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

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

**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!

