



Albuquerque, NM | Oct. 20-22

# Amplify 2025

## Session Descriptions

*New Sessions. Fresh Insights. Explore What's Next.*

Technology Insights • Aumentum Valuation

Aumentum Tax • Aumentum Platform

ProVal • customCAMA • Public Access



[aumentumtech.com/amplify-2025](https://aumentumtech.com/amplify-2025)


## The Aumentum Data Model and Custom Queries Against the Database

 Leon Smit - Principal Architect, Aumentum Technologies

In this session, we will explore the high-level Data Model and provide suggestions for users who write their own queries against the database. This applies to all versions of Aumentum, from 8.6.10 to Platform. Join us as we navigate the Good, the Bad, and the Ugly of custom queries. All attendees will receive a bonus Entity Relationship (ER) diagram.

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## Aumentum Security, Role Maintenance, and Azure Single Sign-On

 Leon Smit - Principal Architect, Aumentum Technologies  
 Elaine Guntz-Overdorf - Manager, Support Services, Aumentum Technologies

Join us for a demonstration of the role security features applicable to all versions of Aumentum. We will showcase the integration of Azure Entra SSO for seamless login to Aumentum, currently implemented in Platform but potentially extendable to other versions. You will also gain insights into converting user profiles to utilize SSO effectively.

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## Aumentum and Microsoft Power Platform

 Becky Dopp - Manager, Software Development, Aumentum Technologies  
 Paula Leal - Director, Product Management, Aumentum Technologies

Explore how you as an end user can use Microsoft Power Platform to create an integrated experience between Aumentum and the outside world. This session applies to all versions of Aumentum from 8.6.10 to Platform.

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## Custom Data Services

 Leon Smit - Principal Architect, Aumentum Technologies  
 Becky Dopp - Manager, Software Development, Aumentum Technologies

In this session, we'll walk you through how to register and configure custom data services within Aumentum Platform. You'll learn both the technical and functional details needed to successfully register a Data Service that extends and enhances Aumentum's capabilities.

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## AI Data Extraction and Import

Tien Dao - Senior Product Manager, Aumentum Technologies

William Pleake - Director, Product Management, Aumentum Technologies



Sean Lamberson - Lead Software Engineer, Aumentum Technologies

Mindy Alexander - Director, Software Engineering, Aumentum Technologies

In this session, we will demonstrate how documents are processed by AI and the results integrated into Aumentum, significantly reducing repetitive manual work. This demonstration will be followed by a roundtable discussion.

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## Records Tag Change and Situs



Brandi Putoff - Product Specialist, Aumentum Technologies

A look into the changes made to the Records TAG Change process for both correction and annexations. This session will also review Situs Address Maintenance and how to maintain and verify the correct Situs Address for a given time period.

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## Aumentum Valuation: What's New, What's Next?



Brandi Putoff - Product Specialist, Aumentum Technologies

Steve Hansel - Product Manager, Research & Development, Aumentum Technologies

Get an inside look at the latest advancements and upcoming features across Real Property, Personal Property, and Case Management. Learn what's new, what's next, and how these enhancements can help you work more efficiently and effectively.

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## Capturing Real Property Changes in a Lien Date World




William Pleake - Director, Product Management, Aumentum Technologies

Steve Hansel - Product Manager, Research & Development, Aumentum Technologies

A new house was completed in November but is not assessed until next July; it sells in February. For Counties that use lien dates but still need to capture the actual dates an improvement happened, or other event occurs, discover how Aumentum has solved this problem.

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## Sketching in Real Property

 William Pleake- Director, Product Management, Aumentum Technologies  
Steve Hansel - Product Manager, Research & Development, Aumentum Technologies

It's finally here—Aumentum's new sketch tool! Having integrated with CAMACloud SketchPro, we will demonstrate the sketch tool and how it seamlessly integrates with Aumentum.

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## Personal Property Administration Mass Status Change

 Brandi Putoff - Product Specialist, Aumentum Technologies

Learn about the new Mass Status Change process added to PPA Platform. This session will go through the process of searching for accounts, reviewing status details of the accounts, executing the batch process, and reviewing the batch process report.

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## Real Property - Cleaning Up Your Data in California

 Steve Hansel - Product Manager, Research & Development, Aumentum Technologies

In California, the source of truth concerning values is Assessment Administration (AA), while land and improvements are defined in Real Property Administration (RPA). Keeping these in sync is critical for getting desired results. This affects Valuation, Redescribe, and more. In this session, we'll talk about cleaning up data, using tools like Base Value Segments (BVS) Maintenance and BVS Reset when that sync between AA and RPA is broken, using AA overrides, and additional strategies.

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## Real Property - Calculating & Applying Time Adjustments

 Steve Hansel - Product Manager, Research & Development, Aumentum Technologies

Learn how to calculate and apply time adjustments using Aumentum and Excel. In this session, we will break down the math behind the application and show you how to put it into practice.

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## NADA / JD Powers Manufactured Home Engine

William Pleake - Director, Product Management, Aumentum Technologies



Sean Lamberson - Lead Software Engineer, Aumentum Technologies

Mindy Alexander - Director, Software Engineering, Aumentum Technologies

JD Powers publishes a valuation guide for Manufactured Homes that many Assessors have used as a valuation guide over the years. But more recently, they created a web hosted valuation tool to value individual Manufactured Homes. Now, Aumentum has built a batch mechanism to feed key characteristics to this web hosted engine, to support the Manufactured Homes valuation in a mass appraisal environment. This session will cover that new tool and our integration with Aumentum Valuation.

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## Useful Ways to Use Delinquent Groups



Kellie Hopstein - Senior Support Analyst, Aumentum Technologies

Nicole Severance - Product Manager, Aumentum Technologies

In this session, we will discuss how to create a delinquent group and explore new features in group maintenance, such as adding a bill date and recalculating group and item numbers. Additionally, we will provide various tasks that can be performed with delinquent groups, including printing notices, generating a delinquent list, and setting up payment alerts if workflow is enabled.

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## Installment Schedule Intricacies



Tien Dao - Senior Product Manager, Aumentum Technologies

Join us as we take a closer look at the complexities of Installment Schedules, including the interactions with change reasons and the functional calendar.

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## Custom Reports 201 Course



Thomas Parks - Product Manager, Research & Development, Aumentum Technologies

This session is a follow-up to last year's Building Custom Reports course, offering an in-depth look at how to extract the data you need from Aumentum. After a quick refresher from last year, we'll look at how to extract data for end users to analyze and report on with a focus on using Excel.

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## TUG Meeting



Michelle McBride - Collector of Revenue, St. Charles County, MO

Tax User Group (TUG) Meeting.

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## Tips and Techniques for Roll Corrections and Refunds



April Ashley - Principal Accountant, Riverside County, CA  
Brenda Mabry - Support Analyst, Aumentum Technologies

This session will cover the process of roll corrections and refunds from the levy side, including extension batch processing, PIN lists, criteria groups, validations, and posting. We'll also cover how to effectively process refunds, whether in batch or individually, as well as handle cancellations, reissuances, and modifications.

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## Cashiering: Behind the Curtains



Tammi Steyn - Senior Product Specialist, Aumentum Technologies  
Jennifer Roberts - Project Officer, Charleston County, SC  
Paige Anthony - Deputy Treasurer, Charleston County, SC

A look at configuration options impacting functionality in Cashiering Payment Collections. We will touch on settings available in Global Cashiering, Tills, Cashiers, Flag Payment Rules, Partial Payment Rules, and Payment Allocation Rules. The focus will be on Prior versions of Aumentum (8.6.xx - 10.x).

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## Transfers and Base Value Segments



Kathy Scriven - Assistant Assessor, Sutter County, CA  
Kellie Hopstein - Senior Support Analyst, Aumentum Technologies

Join us for a cross-module presentation on Transfers (Records), Base Value Segments (Assessment Administration), and Billing (Levy). This presentation will demonstrate how Aumentum handles complex transfers that involve multiple Base Value Segments and how these are processed upon reaching billing.

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## Billing Setup, Tips and Tricks



Elizabeth Sumner - Accounting Supervisor, Solano County, CA  
Denise Dix - Tax Collections Manager, Solano County, CA  
Kellie Hopstein - Senior Support Analyst, Aumentum Technologies  
Brenda Mabry - Support Analyst, Aumentum Technologies

In this session, we will discuss the Records setup process, e-billing and pros and cons. Join us as we discuss types of owners for bills, charge mappings, report messages, special assessments, and using group criteria.

## Correspondence in Prior Versions (Aumentum 8.6.xx – 10.x)



Rachelle DePaolo - Chief Deputy Treasurer, Bonneville CO, ID

Brenda Mabry - Support Analyst, Aumentum Technologies

In this session, we will explore how you can utilize Data Sources to build Word Correspondence. Discover how integration between Aumentum's data capabilities and Word's mail merge features allows users to efficiently produce standardized, yet personalized, correspondence for various administrative and customer communication needs.

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## Tips & Tricks for Personal Property Data (Mobile Homes and Motor Vehicles)



Elaine Guntz-Overdorf - Manager, Support Services, Aumentum Technologies

Nicole Severance - Product Manager, Aumentum Technologies

Are you ready to elevate your data game and ensure your personal property statements are flawless? Join us for an engaging session where you'll learn the essential tips and tricks to get your data ready and cleaned up before sending out those crucial statements.

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## User Experience Unplugged: Crafting the Future

Leon Smit - Principal Architect, Aumentum Technologies



Tien Dao - Senior Product Manager, Aumentum Technologies

Sean Lamberson - Lead Software Engineer, Aumentum Technologies

Engage in an interactive workshop to explore various aspects of the Aumentum user experience. Share your insights and preferences directly with us to help shape future improvements.

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## Aumentum Tax and Platform: Year in Review



Paula Leal - Director, Product Management, Aumentum Technologies

Explore what's new and what's next in the Platform version of Aumentum Tax. This session will cover what has been accomplished since Amplify 2024, and what is on the docket for completion by next year.

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## Assessment Administration 101



Tien Dao - Senior Product Manager, Aumentum Technologies

This session outlines the core elements of Assessment Administration, emphasizing how these components interact to support and complete the assessment cycle through an effective business process flow.

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## What's New In ProVal 2025

 Victoria Cole - Product Manager, Aumentum Technologies

Are you interested in learning what new features have been added to ProVal since last year's Amplify? Join us for an overview of the enhancements released over the past year, and discover how you can incorporate new features into your jurisdiction's business practices.

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## Dating and Versioning

 Victoria Cole - Product Manager, Aumentum Technologies

Join us for a deeper look at how dates entered into ProVal are utilized within various areas of functionality, such as Neighborhood records, Transfers, Events, and more. Join us for an exciting and informative session where you'll gain a comprehensive understanding of how dates work within ProVal.

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## Multi Models Enhancement


 Victoria Cole - Product Manager, Aumentum Technologies

ProVal will be releasing a new feature, which will allow users to select from a list of rate groups when valuing parcels. Learn more about this significant piece of functionality, how it will work, and how you can leverage it in your office.

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## Enhancements Workshop/Roundtable

Victoria Cole - Product Manager, Aumentum Technologies

 Kevin Lauer - Lead Software Engineer, Aumentum Technologies

Susan Nungester - Support Analyst, Aumentum Technologies

Tony Magnelli - Senior Support Analyst, Aumentum Technologies

Meet with your peers and ProVal experts to have dynamic discussions regarding business practices, Q&A, and more, as well as gather information for the Top 3 requested enhancements.

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## ProVal Users Group



ProVal Users Group

Attendees will have the opportunity to connect with fellow users, share their experiences, and gain valuable knowledge on optimizing ProVal for their specific needs.

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## Data Analysis Knowledge Sharing



City of Virginia Beach

This session will cover several user-developed tools to assist with the analysis necessary to develop equitable and accurate assessments. The session will include some 'what if' tools used for sale analysis, as well as third party vendor applications we've found helpful. We'll also cover a brief review of some statistical measures and how they can identify issues with data.

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## How to Use Comps and Time Adjusted Values in Your Jurisdiction



Tony Magnelli - Senior Support Analyst, Aumentum Technologies  
Darcy Maag - President, Highland Appraisal Inc.

How can you leverage ProVal to analyze your data for sales ratio and analysis, as well as discussions with taxpayers? Join us for a session to learn how to archive sales, how to use the archived sales, and utilize Comps including Time Adjusted values.

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## Explore Cost Tables and Depreciation



Tony Magnelli - Senior Support Analyst, Aumentum Technologies

An in-depth session for anyone who administers ProVal or wants to know more about how improvement and feature base rates, adjustments and other factors, including Moore Precision Cost and Marshall & Swift, are applied to improvements and outbuildings. Attendees will strengthen their current understanding of the valuation process and build confidence in the ProVal system.

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## What are Allocations and How Do I Use Them?

 Susan Nungester - Support Analyst, Aumentum Technologies

Join us for an insightful discussion about the use of Allocations in ProVal. Throughout this session, we'll examine the fundamental concepts of allocations, explore their configuration processes, and demonstrate how they can be leveraged effectively for valuation, reporting, and trending analysis. This session will provide you with practical knowledge to optimize Allocations within ProVal.

## A Review of the Map Tab | How You Can Leverage GIS with ProVal

Kevin Lauer - Lead Software Engineer, Aumentum Technologies

 Kevin Schulte - Lead Engineer, Aumentum Technologies

Susan Nungester - Support Analyst, Aumentum Technologies

Are you ready to explore the potential of Geographic Information Systems (GIS) for your jurisdiction? Join us for an overview that will reveal what GIS is, what you can do with it, and how you can leverage it within your CAMA system to enhance sales and permits processes.





## What's New and What's Next in customCAMA



Debbie Bush - Manager, Support Services, Aumentum Technologies

Stephen Dunagan - Manager, Software Development, Aumentum Technologies

A comprehensive review of the significant enhancements implemented during the past fiscal year, along with a detailed roadmap of upcoming strategic initiatives for customCAMA platform development.

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## Did You Know: A Deep Dive Into customCAMA's Lesser-Known Features



Debbie Bush - Manager, Support Services, Aumentum Technologies

Jared Lewis - Senior Support Analyst, Aumentum Technologies

Discover valuable insights in this comprehensive review of customCAMA's lesser-known features. This exploration unveils hidden functionality that can enhance your workflow efficiency and expand your utilization of the platform. Whether you're a new user or a seasoned professional, these overlooked tools and techniques will help you leverage the full potential of customCAMA's robust capabilities.

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## Ask the Developer



Stephen Dunagan - Manager, Software Development, Aumentum Technologies

Join us for an engaging roundtable discussion featuring customCAMA's Engineering Manager, Stephen Dunagan. This interactive session provides a valuable opportunity to connect directly with our engineering leadership. Come prepared with your questions and insights as Stephen shares his expertise and vision for our engineering initiatives. Whether you're seeking technical guidance or simply want to learn more about customCAMA's engineering approach, this one-on-one communication forum offers the perfect setting for meaningful dialogue. Don't miss this chance to engage with a key decision-maker in our organization and gain valuable insights into our engineering processes and future direction.

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## Appraisal Review Board Overview

 Jared Lewis - Senior Support Analyst, Aumentum Technologies

A quick glance at the Appraisal Review Board Suite of applications. This suite, consisting of eight meticulously developed applications, is designed to streamline the management of a very large protest workload. We will cover how each application interacts with each other and with the main WinRDE and WinTDE applications.

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## Tax Roll, Then and Now

 Cathy Kimura - Tax Roll Analyst, Property Appraiser's Office, Osceola County, FL

The presentation will cover a brief historical overview, essential tips for submitting a successful roll, and various applications of CAMA. We'll explore these three key areas to provide you with a comprehensive understanding of the subject.

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## Roundtable: Unlocking Organizational Excellence

 Lori Krager - Sr. Business Analyst, Boulder County, CO  
 Cathy Kimura - Tax Roll Analyst, Property Appraiser's Office, Osceola County, FL

Join us for an engaging open panel discussion exploring organizational structuring and workflow distribution across departments. Panelists will share insights into their office frameworks, detailing how responsibilities are allocated and tasks are coordinated within their organizations. This interactive session provides an excellent opportunity for attendees to gain valuable perspectives on diverse operational models, potentially discovering new approaches to enhance their own organizational efficiency. Learn from industry peers as they reveal the systems and structures that drive their success, and consider how these strategies might be adapted to benefit your own professional environment.

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## Roundtable: Exploring GIS Functionality

 Stephen Dunagan - Manager, Software Development, Aumentum Technologies

An open panel discussion on GIS functionality within your organization. Let's discuss the kind of functionality you would like to see in your maps, what kind of data you need to push into your map, and see what is on the horizon with the new version.

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## Navigating Disaster Recovery: Hillsborough County's Systematic Approach



Chris Weiss - Director of Tax Roll Process, Hillsborough County, FL

Stephen Dunagan - Manager, Software Development, Aumentum Technologies

This comprehensive session will explore Hillsborough County's disaster recovery process, detailing their systematic approach to tracking incidents, the workflow through various departments, and the significant challenges they encounter during implementation. Your customCAMA Engineering Manager will present innovative solutions our team is developing to assist Counties with efficient storm damage assessment and monitoring, highlighting our commitment to supporting disaster management efforts across affected regions.

## Boosting Efficiency: Boulder County's Innovative Strategies



Lori Krager - Sr. Business Analyst, Boulder County, CO

Discover the innovative strategies Boulder County, Colorado has implemented to enhance office efficiency. Learn about their use of mass updates, comprehensive reporting systems, batch processing for edit check queries, and other time-saving procedures. We've reserved time at the conclusion of the presentation for an open discussion—please come prepared to share efficiency improvements your own County has developed and implemented. Your insights and experiences will contribute to a valuable exchange of best practices.




## Public Access: Deep Dive eFiling

 Dave Wagstrom - Principal Application Consultant, Aumentum Technologies

Unlock the full potential of online form collection! Join us for a deep dive into the configuration capabilities of our eForms/eFiling solution. Through a comprehensive demonstration, you'll see how easily you can create accessible online forms. This session will showcase the software's configurability and provide an end-to-end demonstration of how it simplifies taxpayer submissions. Reduce foot traffic, enhance efficiency, and empower your constituents with convenient online form submissions.

## Personal Property eFiling with Sutter County, CA: Year One in Review

Kathy Scriven - Assistant Assessor, Sutter County, CA

 Elaine Guntz-Overdorf - Manager, Support Services, Aumentum Technologies  
Dave Wagstrom - Principal Application Consultant, Aumentum Technologies

Join Sutter County, CA as they share their experience implementing our personal property online filing solution. From system configuration and overcoming challenges to key lessons learned, you will hear how the solution impacted both their office and taxpayers, along with ideas for future improvements.

