**Title and Instructor**  Generations - Mark O'Connell

**Biography:** Mark O'Connell serves as WCA Executive Director and has been with the Association since 1989. Previously, he worked for the State of Wisconsin in the Department of Administration, Department of Natural Resources, and Legislative Audit Bureau. He has a bachelor’s degree from the University of Wisconsin-La Crosse and a master’s degree from the University of Wisconsin. Mark is president of WCA Services, Inc., serves as an executive officer of the Wisconsin Higher Education Business Roundtable, and was a principal in the Wisconsin Way effort. He serves on several state boards and commissions including the UW Colleges and UW-Extension Board of Visitors, of which he is president. Mark coached youth sports for several years, is a pretty good cook and is a Master Sheepshead player.

**Class Description:** This is the first time in American history that four different generations are working side-by-side in the workplace. Each group brings their own values, goals, and communication styles. Each generation communicates differently—both in sending and receiving messages. With the dramatically changing demographics in the workforce, massive retirements of baby boomers, a need for workers, and an increasingly prevalent mixture of generations in the workplace, you will better understand and recognize intergenerational differences so that you can position yourself to work in a more harmonious work environment, be more productive, and ultimately have more success.

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**Title and Instructor**  Using Location Analytics to Support Commercial Appraisal - Brent A. Jones, PE, PLS Global Manager, Cadastre/Land Records, Esri

**Biography:** Based in Washington D.C., Brent Jones oversees Esri’s worldwide strategic planning, business development, and marketing activities for land records, cadastral, surveying, and land administration. Jones specializes in modernizing existing land administration systems and designing new GIS-based cadastral management platforms for small and large governments across the globe.

**Class Description:** Overview of Lifestyle and Population Data including Tapestry Segmentation, Demographics, Lifestyle and Sources; How Location Impacts Property Value, Spatial Analysis, and Communicating the Results.

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**Title and Instructor**  Be Aware of Dogs - Assessor Safety – Officer Mark Carter City of Milwaukee

**Biography:** Officer Mark Carter is from The Milwaukee Police Department

**Class Description:** Assessor safety is always a top priority. This session is taught by a Milwaukee Police Department Safety expert. Safety when in the presence of dogs will be
addressed. Subjects will be how dogs communicate, how to recognize dangerous situations concerning dogs, and strategies for protecting oneself.

**Title and Instructor**  
**Wetland Valuation - Jeremy M. Ray, Senior Property Appraiser, City of Wausau**

**Biography:** Jeremy is a Senior Property Appraiser for the City of Wausau Assessment Department and is certified as an Assessor II by the State of Wisconsin Department of Revenue. He is a member of the Wisconsin Association of Assessing Officers (WAAO), is the editor of their quarterly newsletter - the Assessor’s Voice of Wisconsin, and also serves on their Membership Services Committee. He holds a certificate of Real Estate Sales from the Mid-State Technical College and is a graduate from the University of Wisconsin - Stevens Point with a Bachelor of Science Degree in the Human Dimensions of Natural Resource Management with an emphasis on Environmental Education and Water Resource Management. He is formerly listed as a Wetland Delineation Consultant by the St. Paul District of the United States Army Corps of Engineers and is a member of the Wisconsin Wetlands Association.

**Class Description:**  
What is a wetland? Including Wetland Definitions, Wetland Characteristics and Wetland Systems  
Wetland Delineation and Wetland Mapping (w/ Demonstration)  
Types of Wetland Value and Approaches to Value (Sales, Cost, Income)

**Title and Instructor**  
**Oblique Imagery and Change Detection - Using Technology in Assessing Properties - Dean Larsen – Pictometry**

**Biography:** Alex Hepp has worked for the Pictometry Government Solutions Group for the past nine years. In his current role as the Director of Assessment his primary responsibilities include handling all products/services that Pictometry offers for Assessor’s, new product development, partner integration’s and customer implementations. His background in Tax Assessment/GIS goes back nearly Twenty-five years ago when he started working for a company that teamed in assisting Revaluation companies’ complete projects nationwide. Alex is a Member of URISA and IAAO. Alex has presented numerous papers at various Tax Assessment and GIS conferences in the US, Canada and Europe.

Dean Larsen has worked for Pictometry for the past 12 years. In his role of District Manager, he has worked with over 100 counties and cities to use technology to more efficiently perform their duties of assessing.

**Class Description:**  
Introduction of the use of Technology in the Mass Appraisal of Real Property and the Revised IAAO Standard with a focus on Section 3.3.5  
How do you use imagery to find/detect Changes. What are the deliverables?
Is there additional information that can be captured/delivered as part of this process so that other stakeholder/departments can benefit and contribute to cost.

A look at a sample project delivery utilizing a cloud environment and tracking potential ROI.

Real world examples of ROI from around the country will be shared/presented.

Wrap up, Q&A and interactive discussion with attendees.

**Title and Instructor** Statewide Parcels – How to Get There - Brent A. Jones, PE, PLS
Global Manager, Cadastre/Land Records, Esri

**Biography:** Based in Washington D.C., Brent Jones oversees Esri’s worldwide strategic planning, business development, and marketing activities for land records, cadastral, surveying, and land administration. Jones specializes in modernizing existing land administration systems and designing new GIS-based cadastral management platforms for small and large governments across the globe.

**Class Description:** Overview, What is it? Who needs it? Why do it?
Local Government Issues including Assessor benefits
Technology including Data Maintenance and updating
And The Changing Role of the Assessor

**Title and Instructor** Reviewing Commercial Appraisals - Mark Kenny

**Biography:** Mr. Kenney is President and owner of the firm. His diverse experience includes national appraising of mega malls, super-regional and regional shopping malls, community and strip centers, department stores, discount department stores, “big box” stores, hotels, motels, resorts, apartment complexes, manufacturing facilities, warehouses, office buildings, banks, commercial and residential developments for acquisition, disposition, financing, syndication, ad valorem taxation and federal estate taxation.

**Class Description:** This session will discuss the role of the assessor in reviewing commercial appraisals. It will assist assessors in reacting to appraisals submitted for Board of Review consideration and for more formal review for litigation purposes. A discussion by an Attorney, and MAI appraiser and an assessor, all with hands on experience will be enhanced with actual examples of commercial appraisals – “the good, the bad and the ugly” to clarify discussion points. Finally we will explore how Wisconsin judges have analyzed and critiqued commercial appraisals.

**Title and Instructor** The Current State of the Economy and Its Impact on the Local Evaluation of Real Estate - John W. Lohre, JW Lohre, LLC

**Biography:** John Lohre is an Adjunct Professor in the College of Business Administration at Marquette University. He has taught real estate courses at Marquette University’s College of Business intermittently from 1975 to the present. His specialty has been in Commercial
Real Estate Valuation. He has also guest lectured on representation of banking clients at Marquette University's Law School and taught Real Estate Principles and Valuation courses at the University of Wisconsin – Milwaukee's business school. His is an Adjunct Faculty member teaching at the Business School at Cardinal Stritch University in Milwaukee, WI.

**Class Description:** Economic Analysis / A look at now & then
Breaking Down the US Economy
   Economic Indicators (National, State, Regional)
   Equities & Stock Market (US & International)
   Fixed-Income Securities (Treasuries, Mortgage Rates, MMA & CDs)
   Commodities (Crude Oil, Precious Metals, Crops)
The Real Estate Breakdown
   Residential (National & Local)
   Commercial (National & Local)
      Office
      Retail
      Industrial/Warehouse
      Multi-Family

**Title and Instructor** Residential Quality - Scott D. Johnson VP VCS Field Operations
Vanguard Appraisals, Inc.

**Biography:** Scott is the Vice President of Field Operation Vanguard Appraisals, Inc. His appraisal experience includes Ringgold County Iowa Assessor from January 1992 thru October 1997, which within that time he's completed a residential reappraisal and developed a computerized agricultural soil valuation system. From November of 1997 to present he has done comprehensive market analysis in over 50 counties in Iowa, Missouri, Minnesota and Illinois. He has also trained on appraisal methodology and CAMA Software in over 100 counties in Iowa, Missouri, Minnesota and Illinois. Scott has an Associates Degree in Aviation Science Indian Hills College Ottumwa Iowa.

**Class Description:** This session will cover residential grading or what some would call the quality of the dwelling. I will cover the components that determine the overall grade of a residential dwelling such as quality of materials, quality of workmanship, to the layout and design of both older and newer homes. The session will be divide into three thirty minute parts, part one being on the quality of materials, the second being on workmanship and the third being on focusing on costs and the process of achieving RCN (Replacement Cost New), which the main reason for grading.

**Title and Instructor** Medical Office - Dominic Landretti & Steve Stiloski

**Biographies:** Dominic Landretti is a real estate valuation consultant specializing in a variety of property types. Coupled with a background in accounting and auditing, Mr.
Landretti provides a unique and detailed approach to valuation. Services for a wide client base include appraisal and consulting services for financing purposes, eminent domain, litigation support, expert testimony, property tax appeal, market studies, and real and personal property assessment. Mr. Landretti has given numerous presentations regarding valuation and appraisal standards issues and is an active member of the Wisconsin Chapter of the Appraisal Institute. Mr. Landretti has owned and managed Landretti & Company since 2006. Previous experience includes accounting and auditing specialties at TDS Telecom and Baker Tilly Virchow Krause.

Designated Member of the Appraisal Institute - MAI
Designated General Review Specialist of the Appraisal Institute - AI-GRS
Wisconsin Certified General Appraiser #1574-10
Certified Wisconsin Assessor 2
Litigation Professional Development Program Completion

Steven G. Stiloski, MAI, CCIM, MRICS
Appraisal Institute - Designated Member & Approved Instructor (MAI)
Certified Commercial Investment Member (CCIM) - CCIM Institute - CCIM Designated Member
Member of the Royal Institute of Chartered Surveyors (MRICS)
Wisconsin Certified General Appraiser - 49-010
Wisconsin Licensed Real Estate Broker - 44075-090
Wisconsin Licensed Assessor II - JQK803297D

Experience
Steve Stiloski has been a Wisconsin appraiser for over 24 years and has been owner of Commercial Property Consultants since 1995. His appraisal assignments have included numerous income-producing properties, partial acquisitions, and other significant and complex assignments. He has appraised a wide variety of property types from individual homes to regional shopping centers and master-planned communities. His current work focuses on difficult and complex valuation and consulting assignments, along with litigation support. Mr. Stiloski has deposition and trial testimony experience as well as experience appraising undivided and limited partnership interests, and LLC interests. He holds a Bachelor of Science degree in Agricultural Economics and a Master of Science in Real Estate Appraisal and Investment Analysis both from the University of Wisconsin-Madison. Mr. Stiloski has had numerous teaching and speaking engagements involving a wide range of real estate appraisal topics. Mr. Stiloski also has had real estate sales, development, and work-out experience.

Class Description: Market conditions for medical office buildings (MOBs) continue to remain robust. Financial markets, healthcare demographics and medical office investors continue to remain upbeat regarding MOBs as an asset class overall. In addition, the MOB investment arena continues to outperform other sectors of the commercial real estate market. Strong leasing fundamentals, coupled with plentiful capital chasing a limited supply of product continues to be the primary drivers fueling aggressive pricing for good-


quality medical office properties. Real world examples of sales, leases, and construction costs for MOBs combined with the latest techniques in valuation will provide an exciting look at this fascinating property type.

**Title and Instructor** Subpoena Stress - Attorney Liza Barry-Kessler

**Biography:** Liza Kessler is a Property Appraiser with the City of Milwaukee. Prior to joining the City Assessor's office, she served on Milwaukee's Board of Review, and also practiced law for a dozen years. During her legal career, Kessler was a frequent public speaker on issues from corporate policy development, to government agency compliance with federal regulations, to helping bloggers and other online businesses navigate Federal Trade Commission advertising regulations. She is the co-author of Privacy in the 21st Century: Issues for Public, School, and Academic Libraries, as well as an author and contributor to numerous other publications. Kessler is a graduate of Smith College and the University Of Wisconsin School Of Law.

**Class Description:** When statutes or case law provide Assessors or Boards of Review with subpoena power, a number of issues can arise. What happens when the information requested is governed by a confidentiality requirement in a lease? How should an office determine whether a request is “reasonable”? If a property owner argues that the request is unreasonable, or otherwise refuses to comply, what recourse does the Assessor or Board have? What remedies are there when a property owner simply ignores a subpoena?


**Biography:** Formerly with Countrywide Home Loans, Al has been with Marshall & Swift for over 12 years. Originally a Technical Support Representative for the Real Estate/Government division, Al has spent the last 5 years in a training capacity. Al helps create training for cost approach related services from Marshall & Swift.

**Class Description:** What is the Marshall & Swift cost approach? Why use the Marshall & Swift cost approach? M&S commercial cost approach process and M&S residential cost approach process

**Title and Instructor** Recent Legal Decisions in NCRAAO Jurisdictions - Procedural and Substantive - Pete Weissenfluh, President/Treasurer of Real Estate Appraisals, Inc. and Retired Chief Assessor, City of Milwaukee

**Biography:** Peter Weissenfluh is currently President/Treasurer of Real Estate Appraisals, Inc. Since joining the corporation, he has been active in providing litigation support for ad
valorem cases throughout Wisconsin and has provided expert witness services for real estate related mediation and arbitration hearings. Peter retired after 42 years of service with the City of Milwaukee’s Assessment Office where he served as Chief Assessor for 28 years. He has been active in the International Association of Assessing Officers where he serves as the current chair of its Ethics Committee. Peter is also still active with the Wisconsin Association of Assessing Officers.

**Class Description:** The importance of understanding distinctions between jurisdictions
The importance of commonalities – What goes around comes around.
Statutory Requirements for Standing  Deadlines, Prerequisites, Appeal Procedures
Hot topics  Highest and Best Use, Income properties
Valuation of Subsidized properties, Triple Net Leased Properties
Assessment Methodologies, USPAP Compliance, Uniformity

**Title and Instructor** Social Media - Andy Peterson

**Biography:** Andy Pederson has served as the village manager of Bayside, Wisconsin, a community of 4,400 on the shores of Lake Michigan and the northern boundary of Milwaukee County, since 2005. Under his leadership, the village has worked to find new and improved ways to communicate and engage with its residents, recognizing that each resident communicates differently based on preference, age, or other factors. Among the innovative communications techniques used by the village to keep residents informed are the “Bayside Buzz,” a twice-weekly, newsletter-type communication that is sent via e-mail to more than 1,900 participants; extensive use of Facebook, Twitter, and LinkedIn, as well as RSS feeds through its web site and iPhone applications; and, more recently, use of Pinterest (a pinboard-style social photo sharing website) and Next Door (a neighborhood-based social media platform).

**Class Description:** This presentation will examine real examples and best practices that help address community issues in an engaging, solution-based, progressive nature. Learn more about: public relations and citizen engagement, accessibility and transparency in local government; social media tools and techniques and maximizing the value of your web site; apps online payments and all things digital. We will even discuss what not to do and how to NOT get your message through! Attendees will learn practical solutions for every community; you are already doing the work, we’ll show you how to inform them; how to grab attention; new modes of communication (social media influence); think differently-emotional engagement; deliver service in a new light

**Title and Instructor** Waterfront Valuation - Gary Griffin
Biography: Gary Griffin, Land Services Supervisor for Property Valuation & Classification, Crow Wing County, MN

Class Description: The objective of this class is a demonstration of the different variables that contribute to lake shore value; shoreline types and quality adjustments and quantity or excess lake frontage adjustments. There will be examples of lake shore valuation by extraction, use of aerials and GIS for access, footage and shore quality.

Title and Instructor Valuation of Green Buildings – Rick Stuart, CAE

Biography: Rick’s experience started in 1981 as an elected assessor in Missouri and an appointed appraiser in Kansas. As a senior IAAO instructor, Rick now teaches and develops courses and workshops on appraisal, public relations/customer service and management. Through his instruction, experience and formal education (B.S. in Accounting), he has assisted numerous individuals and jurisdictions with how to develop and improve staff, establish office procedures, and related issues on modeling and market valuations. Rick holds the CAE (Certified Assessment Evaluator) designation from the International Association of Assessing Officers (IAAO) and has been the recipient of several IAAO awards:

Class Description: Valuation of Green Buildings Workshop Overview
Purpose of this workshop is to provide some guidance and suggestions on the process of analysis and valuation of green buildings. Information from various areas of the U.S. will be used to help establish some processes and procedures. Images and property characteristics of sold properties will be used.
Topics discussed include:
Section 1 - Introduction of instructor and workshop topic
Section 2 - USPAP review
Section 3 - General information
Section 4 – Appraisal concepts
Section 5 – Three approaches to value
Section 6 – Articles of interest