

Amplify 2024

San Antonio ☆ Sept. 23-25

Agenda

– Monday, September 23rd –

8:00am – 9:00am

Registration

9:00am – 10:00am

Pre-function space

Breakfast

10:00am – 10:45am

Room 214 AB

Opening Session/Kickoff – Executive Leadership Team

Platinum Thought Leadership: InvoiceCloud

Disrupting without Disruption: Payments as a Gateway to a Modernized Taxpayer Experience

In this fast-paced digital era, the expectations of consumers—including taxpayers—are evolving at an unprecedented rate. The billing and payment experience is a critical touchpoint in the taxpayer journey. As a tax payment or local government collections office, perhaps you have asked yourself:

- Can we streamline billing and payments and integrate with taxpayer data to improve staff efficiency?
- Are we providing the best taxpayer experience for our payers?
- Are we leveraging technology to modernize the payment experience?
- Can we do more to drive payer action including self-enrolling in autopay or paperless?

If you answered yes to any of the above questions but are wondering where to start, look no further. In this interactive session, we'll share the efficiencies achieved when consolidating platforms to a single billing portal while using an industry-leading payments solution to drive significant paperless and autopay adoption. Plus, we'll review best practices for leveraging customer marketing tools to ensure your digital transformation is a success.

11:00am – 12:00pm

Room 214 AB

What's New and What's Next in customCAMA

Debbie Bush - Manager, Customer Operations, Aumentum Technologies

Stephen Dunagan - Development Manager, Aumentum Technologies

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

11:00am – 12:00pm

Room 208

What's New in ProVal?

Victoria Cole - Product Manager, Aumentum Technologies

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

11:00am – 12:00pm

Room 210

Streamline Your Data Analysis with Database/SQL Custom Report/Data Services

Dean Russum - Principal Implementation Engineer, Aumentum Technologies

Brenda Mabry - Support Analyst, Aumentum Technologies

Dive into the practical techniques of locating specific fields within database tables and crafting procedures that can be integrated into custom reports and data services. This session is designed to equip attendees with the knowledge to efficiently identify relevant data fields and develop procedures that enhance data retrieval and reporting capabilities. Gain valuable insights into streamlining your data analysis and service offerings, elevating the precision and utility of your custom reports.

11:00am – 12:00pm

Room 213

Aumentum Valuation – What’s New, What’s Next?

Steve Hansel - Product Specialist, Aumentum Technologies
Brandi Putoff - Product Specialist, Aumentum Technologies

Learn about the latest functionality in Real Property, Personal Property, and Case Management.

Lookabout – GeoViewPort

Chris Weiss - Director of Tax Roll Processes, Hillsborough County, FL
Cathy Kimura - Tax Roll Analyst, Osceola County, FL

Tour the new mobile app from Apex, from the management module to the mobile app and then back into the CAMA system.

Explore Multiple Regression Analysis with Charleston County

Bobby Cale - Assessor, City of Charleston, SC

Join us for a customer-led discussion on how Charleston County, SC is applying multiple regression analysis in their jurisdiction.

Explore Tax Correction Reprocessing with Pin Lists and Roll Processing

Brenda Mabry - Support Analyst, Aumentum Technologies

This session will show how to go through Tax Roll Processes and then show the new Tax Reprocessing functionality for correcting tax bills one at a time or multiples.

SQL Server: Performance Analysis and Optimization with SQL Query Store

Leon Smit - Principal Architect, Aumentum Technologies

Explore the transformative power of SQL Server's Query Store in our focused 60-minute session on performance analysis and optimization. This presentation will guide attendees through the Query Store's key features, demonstrating its role in identifying and resolving performance issues with practical examples. Learn how to utilize query performance data to make informed decisions, implement fixes, and support permanent solutions. Whether you're a database administrator, developer, or IT professional, you'll discover strategies for harnessing the Query Store to maintain and enhance SQL Server performance, ensuring your database operates at its peak efficiency. Join us to unlock the potential of Query Store in optimizing your SQL Server environment.

Journey Through Personal Property Assessment E-Filing in Public Access

Brandi Putoff - Product Specialist, Aumentum Technologies
Dave Wagstrom - Product & Implementation Manager, Aumentum Technologies

A session providing an in-depth overview of the Personal Property Assessment (PPA) / Public Access (PA) process from start to finish.

Lunch

Explore the Benefits of a User Group with Minnesota Counties Computer Cooperative (MnCCC)

Lisa Meredith - MnCCC Executive Director
Jody Moran - Taxation Division Manager, Washington County, MN
Kathy Jenson - Deputy Auditor-Property Tax Administrator, Roseau County, MN

Harness the benefits of a joint powers organization within your state! Learn how MnCCC substantially reduced technology costs by forming a state-wide cooperative to procure services, training, and software for Counties and other state-wide agencies.

11:00am – 12:00pm

Room 212 B

12:15pm – 1:15pm

Room 208

12:15pm – 1:15pm

Room 210

12:15pm – 1:15pm

Room 212 A

12:15pm – 1:15pm

Room 214 C

12:15pm – 1:15pm

Room 212 B

1:15pm – 2:15pm

Pre-function space

2:30pm – 3:30pm

Room 214 AB

2:30pm – 3:30pm

Room 208

Explore Enhancements to Splits/Combines and Improvements Functionality

Stephen Dunagan - Development Manager, Aumentum Technologies

This session will cover new functionality that was added that effect Splits/Combines and Improvements.

2:30pm – 3:30pm

Room 210

Introduction to ProVal

Susan Nungester - Support Analyst, Aumentum Technologies

Are you new to ProVal? Join us for an overview of the ProVal application. This class will be a basic introduction to ProVal and will highlight entry level functionality. We will cover ProVal navigation, tabs, and menu items. Attendees will increase their knowledge and build a foundation of basic functionality of ProVal application.

2:30pm – 3:30pm

Room 212 A

Aumentum Tax Roundtable

Paula Leal - Director, Product Management, Aumentum Technologies

Aumentum Technologies Leadership will address your questions in this interactive session. We'll be sending a pre-conference survey to get topic suggestions.

2:30pm – 3:30pm

Room 212 B

Taking the Leap from ProVal to Aumentum

William Pleake - Director, Product Manager, Aumentum Technologies

Victoria Cole - Product Manager, Aumentum Technologies

This session will cover important considerations when transitioning from ProVal to Aumentum Valuation. Join us for a lively discussion on taking the leap!

3:30pm – 4:00pm

Exhibit Area

Snack Break in Exhibit Area

3:30pm

Room 214 D

Tech Lounge Opens

4:00pm – 5:00pm

Room 208

Ask the Developer

Stephen Dunagan - Development Manager, Aumentum Technologies

A roundtable discussion with customCAMA's Engineering Manager, Stephen Dunagan. Bring your questions! This will be a great opportunity to communicate one on one with our Engineering Manager.

4:00pm – 5:00pm

Room 210

ProVal Intermediate Class

Susan Nungester - Support Analyst, Aumentum Technologies

Join us for an intermediate level class of the ProVal application. We will cover ProVal administration functionality, reports options, and application menu items. Attendees will increase their knowledge and focus on functionality needed to conduct intermediate ProVal data maintenance.

4:00pm – 5:00pm

Room 212 A

Aumentum Tax – 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 2023, and what is on the docket for completion by next year.

The Benefits of Leveraging Aumentum Alerts and Notifications

Leon Smit - Principal Architect, Aumentum Technologies

This session offers a comprehensive guide to configuring alerts to ensure you never miss critical updates, and on subscribing to both alerts and notifications. Whether you're looking to enhance system monitoring, improve team responsiveness, or streamline your workflow, this talk will provide the insights and step-by-step instructions needed to leverage email alerts and notifications effectively.

4:00pm - 5:00pm

Room 214 C

FIESTA AT CASA RIO

Monday, Sept. 23rd | 6:00pm - 9:00pm | 430 E Commerce St, San Antonio, TX 78205

Join us at Casa Rio, an authentic San Antonio Tex-Mex multi-level restaurant on the River Walk. As the first restaurant in San Antonio to embrace its picturesque riverside location, Casa Rio offers a unique blend of history, fantastic food, and refreshing drinks. Don't miss out on an unforgettable evening filled with exceptional food, drinks, and rich history!



TRY OUR SIGNATURE
"AMPLIFY-RITA"

- Tuesday, September 24th -

8:00am - 9:00am

Pre-function space

Breakfast

9:00am - 10:00am

Room 214 AB

Morning Keynote - Dr. Katherine Greenland: Work-Life Integration

Join us as we hear from Dr. Katherine Greenland, a cultural innovator and inclusion strategist with over 20 years experience as a public speaker, team builder and advisor.

10:00am

Room 214 D

Tech Lounge Opens

10:15am - 11:15am

Room 214 AB

Platinum Thought Leadership: Paymentus The Super Power of Customer-Centric Tax Bill Pay Experiences

Enter the Era of YOUX where we focus on putting citizens at the center of the solutions they need and have come to expect. When it comes to billing and payments, are you providing inclusive options and channels to meet the needs of ALL your taxpayers? Join us to uncover the power of customer-centric experiences offered through a single solution stack that makes it easier to collect from your taxpayers and reconcile payments for your staff.

10:15am - 11:15am

Room 208

Panel Discussion with Hillsborough County - customCAMA Overnight Processes

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

An open panel discussion on Overnight Processes in customCAMA. Share your processes so attendees can learn something new.

10:15am - 11:15am

Room 210

Income Approach in ProVal with Hamilton County - Part 1

Kevin Poore - Chief Deputy Assessor, Hamilton County, IN
Scott Bernhardt - Commercial/ Industrial Appraiser, Hamilton County, IN

Interested in using Income within ProVal? A local jurisdiction will review how they model Income values for Apartments, then utilize ProVal armed with this information. Join us for a look at how you can implement ProVal's Income functionality in your jurisdiction. Part 1/2.

10:15am - 11:15am

Room 213

User Experience Unplugged: Crafting the Future

Tien Dao - Sr. Product Manager, Aumentum Technologies
Leon Smit - Principal Architect, 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.

11:30am - 12:30pm

Room 208

WinDIM & WinDEX Overview

Jeff Brown - Technical Lead, Customer Operations, Aumentum Technologies

Need to import or export data? This session will be an overview of two of our customCAMA executables - WinDIM (WinDIM is a data import tool used to load CAMA table data) and WinDEX (WinDEX is a data extraction tool, used to extract CAMA table data to text files).

11:30am - 12:30pm

Room 210

Income Approach in ProVal with Hamilton County - Part 2

Kevin Poore - Chief Deputy Assessor, Hamilton County, IN
Scott Bernhardt - Commercial/ Industrial Appraiser, Hamilton County, IN

Interested in using Income within ProVal? A local jurisdiction will review how they model Income values for Apartments, then utilize ProVal armed with this information. Join us for a look at how you can implement ProVal's Income functionality in your jurisdiction. Part 2/2.

11:30am – 12:30pm

Room 214 B

Aumentum Platform: Year in Review

Tien Dao - Sr. Product Manager, Aumentum Technologies
Brandi Putoff - Product Specialist, Aumentum Technologies
Dave Wagstrom - Product & Implementation Manager, Aumentum Technologies
William Pleake - Director, Product Manager, Aumentum Technologies

Explore what's new and what's next in Public Access, Aumentum Platform, Aumentum Records, and Assessment Administration functionality. Learn what has been added since Amplify 2023, and what is on the docket for completion by next year. This session is for the modules that are common to both Tax and Valuation.

Isn't That Just Spatial?

Steve Hansel - Product Specialist, Aumentum Technologies

The new Spatial Editor allows Counties to mass update almost every part of an appraisal site using a GIS-centric view to select and see which parcels are being updated. Review a neighborhood. See if influence factors are being applied equitably. Are land types correct for the neighborhood? Need to update percent complete for new construction in a new neighborhood? Do these things and more in the new Spatial Editor.

12:30pm – 1:30pm

Pre-function space

Lunch

1:30pm – 2:30pm

Room 214 AB

Platinum Thought Leadership: Expedient Uncover the Benefits of Hosting for Your Jurisdiction

Joe Colon - Senior Strategic Client Advisor - Expedient
Wade Peikert - Director, Technical Services, Aumentum Technologies

In this talk, we'll explore the essentials of hosting, including the various types available such as shared, dedicated, and cloud hosting, and how they can impact your County. We'll delve into the critical considerations for choosing the right hosting solution, focusing on scalability, security, and cost-effectiveness. By the end, attendees will have a clear understanding of what hosting entails and how to determine the best hosting strategy for their County's needs.

2:30pm – 3:00pm

Exhibit Area

Snack Break in Exhibit Area

3:00pm – 4:00pm

Room 208

Data Edit Process with Polk County

Srini Kommineni - CAMA/ Tax Roll Oversight Director, Polk County, FL
Diana Aguirre - Support Service Supervisor, Polk County, FL

Learn how Polk County, FL oversees their Data Edit Process. We will explore how to meet and exceed the Department of Revenue's standards for submission.

3:00pm – 4:00pm

Room 210

ProVal Cost Tables (Improvements)

Tony Magnelli - Sr. 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 are applied to improvements and outbuildings. Attendees will strengthen current understanding of the valuation process and build confidence in the ProVal system.

3:00pm – 4:00pm

Room 212 A

Tour Roll-Based Assessment Administration: Platform vs. Prior Versions

Tien Dao - Sr. Product Manager, Aumentum Technologies

Take a trip through the Assessment Administration module and see the differences between prior versions of Aumentum and Platform. Learn something new and see what will be available when you upgrade to Platform.

3:00pm – 4:00pm

Room 212 B

Linking Personal Property Administration Accounts

Brandi Putoff - Product Specialist, Aumentum Technologies

Discover the ways that PPA Accounts can be linked to other PINs using Related Revenue Objects, Businesses Master and Landlord/Facilities.

4:00pm – 5:00pm

Room 208

Unlocking the Potential of GIS for customCAMA

Kevin Schulte - Lead Software Engineer, Aumentum Technologies

An overview of GIS that will include JS_GeoAnalyst and specific functionality for mapping.

4:00pm – 5:00pm

Room 210

ProVal Land Tables

Tony Magnelli - Sr. Support Analyst, Aumentum Technologies
Wilford Maag - President, Highland Appraisal Inc.

A review of ProVal's most common methods of land valuation. Attendees will get exposure to the land valuation engine from instructors with decades of experience using the ProVal CAMA system.

4:00pm – 5:00pm

Room 212 A

The Road Through Records to Billing

Kellie Hopstein - Sr. Support Analyst, Aumentum Technologies
Nicole Severance - Product Manager, Aumentum Technologies

We get many questions about where data on bills come from. In this session we will discuss how to configure bills in Aumentum and where the data comes from. Let's show how that records data gets to the bill.

Free Evening to Explore San Antonio (9/24)

DISCOVER EVERYTHING SAN ANTONIO HAS TO OFFER



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8:00am – 9:00am

Pre-function space

Breakfast

9:00am

Room 214 D

Tech Lounge Opens

Platinum Thought Leadership: Racami

Be the Hero: Transform Your Government Agency's Operations with Racami's Comprehensive and Flexible Solutions—Featuring Real-World Case Studies

This session will show you how to harness Racami's all-in-one solution to transform your agency's operations. Discover how to enhance citizen satisfaction by making tax payments easier and by streamlining the entire lifecycle of communications—from printing and proofing to quality control, security, and archiving.

Through real-world case studies, you'll see how Racami has empowered government officials to manage these tasks effortlessly, leading to happier taxpayers and more efficient operations. Whether you're aiming to cut costs, boost compliance, or improve the overall citizen experience, this session will arm you with the practical tools and insights to make it happen—quickly and effectively.

Join us to learn how you can be the hero who elevates your agency's payment and communication strategies, delivering a seamless and empowering experience for both citizens and your dedicated government team.

Overview of Marshall & Swift and Valuation Methods

Jeff Brown - Technical Lead, Customer Operations, Aumentum Technologies
Jared Lewis - Sr. Support Analyst, Aumentum Technologies

An overview of the Marshall & Swift Tables that are used with the Marshall & Swift Cost evaluations for commercial properties and other common valuation methods.

Archiving Sales and Comps

Victoria Cole - Product Manager, Aumentum Technologies
Kevin Lauer - Lead Software Engineer, Aumentum Technologies

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.

Building Custom Reports

Thomas Parks - Product Manager, Aumentum Technologies

In this interactive session, attendees will learn how to leverage SQL, SSRS/Power BI Report Builder, and Excel to create custom reports.

Redescription of Parcels: The Journey from Record Management to Assessment Administration

Steve Hansel - Product Specialist, Aumentum Technologies
Tien Dao - Sr. Product Manager, Aumentum Technologies

A review of the end-to-end process from Records through to Assessment Administration.

Did You Know?

Debbie Bush - Manager, Customer Operations, Aumentum Technologies
Jared Lewis - Sr. Support Analyst, Aumentum Technologies

Learn something new in this review of lesser-known functionality within customCAMA.

9:00am – 10:00am

Room 214 AB

9:00am – 10:00am

Room 208

9:00am – 10:00am

Room 210

9:00am – 10:00am

Room 212 A

9:00am – 10:00am

Room 212 B

10:15am – 11:15am

Room 208

10:15am – 11:15am

Room 210

Sales Ratio Studies – Exploring What, When and How with Hamilton County

Victoria Cole - Product Manager, Aumentum Technologies
Kim Powell - Chief Deputy Assessor, Hamilton County, IN
Jackie Wariner - Assistant to Director Commercial/Industrial Assessments, Hamilton County, IN

Join us for a discussion of ProVal functionality in relation to sales, the analysis of sales data utilizing Value Calibration Analysis, Excel Sales Ratio Reports, and more. A jurisdiction will share their processes on analyzing data and ensuring values meet IAAO standards.

10:15am – 11:15am

Room 212 A

Configuring Data Import/Export File Configuration for Compliance

Brenda Mabry - Support Analyst, Aumentum Technologies

This session offers an in-depth exploration into the effective configuration of delinquent and lender file exports. Participants will learn the essential steps and best practices for setting up and managing these exports, ensuring accuracy and compliance in financial reporting.

10:15am – 11:15am

Room 213

Configuring Success in Assessment Administration

Tien Dao - Sr. Product Manager, Aumentum Technologies

Discover key tips and insights to elevate your expertise in assessment administration configuration. From tweaking settings to navigating complexities, this session provides guidance to achieve optimal results.

10:15am – 11:15am

Room 214 C

Tips and Tricks for Public Access Administrators

Phillip Rowland - Senior Business Analyst, Aumentum Technologies

In this session attendees will learn how to set up maintenance messages, new pages & modules, sync modules, add links, account summary pages and more.

11:30am – 12:30pm

Room 214 AB

Empowering Your Constituents: A Public Access Live Demonstration

Dave Wagstrom - Product & Implementation Manager, Aumentum Technologies

Join us for an immersive journey as we explore the dynamic world of Public Access (PA). In this session, we will navigate the waters of PA and demonstrate the latest functionality. We will take a deeper dive into those areas where PA can be leveraged to promote office efficiencies.

11:30am – 12:30pm

Room 208

VAB Process with Polk County

Srini Kommineni - CAMA/ Tax Roll Oversight Director, Polk County, FL
Diana Aguirre - Support Service Supervisor, Polk County, FL

Explore how Polk County, FL processes their VAB within CAMA databases and how they track their VAB data.

11:30am – 12:30pm

Room 210

Unlocking the Potential of GIS for ProVal

Kevin Lauer - Lead Software Engineer, Aumentum Technologies
Kevin Schulte - Lead Software Engineer, Aumentum Technologies

A quick overview of GIS. What is it, what can you do with it? How can I use this with Sales and Permits? How you can leverage GIS within your CAMA system followed by Q&A.

11:30am – 12:30pm

Room 213

Special Assessments Processing

Kellie Hopstein - Lead Software Engineer, Aumentum Technologies

This session is specifically geared towards Special Assessment Processing of stand-alone bills. Stand-alone bills are highly configurable to meet your billing requirements. Learn more about unique bill numbers, installment schedules, due dates, and how the user can bill any charge on its own bill or for any charges not included in ad valorem charge(s).

11:30am – 12:30pm

Room 212 B

Explore Power BI Reports and Dashboards with Snohomish County

Quinten Schmidt - Residential Appraisal Manager, Snohomish County, WA

Snohomish County uses Power BI to summarize, visualize, and display data on their public-facing website to assist taxpayers. Snohomish County also uses Power BI internally for market analysis and reporting. They will demonstrate five Power BI dashboards/reports they currently use.

12:30pm – 1:30pm

Pre-function space

Lunch

1:30pm – 2:30pm

Room 214 AB

Platinum Thought Leadership: CoreLogic Mastering Marshall & Swift Within Your CAMA System

In today's world of technology, having a clear understanding of your workflow is paramount to ensuring a supportable "Opinion of Value" during appeals.

This class will teach you the key drivers behind how Marshall and Swift Cost data works within your CAMA system and how that compares to Marshall and Swift's suite of products.

1:30pm – 2:30pm

Room 208

Data Security Panel Session

customCAMA Product Team

Bring your jurisdiction steps on your process to protect your data and any procedures that you have implemented or are planning on implementing.

1:30pm – 2:30pm

Room 210

ProVal Experts Panel

ProVal Team

A panel of ProVal experts reviews Frequently Asked Questions of the Support Team, sharing information on ProVal functionality with time for questions from conference attendees. Join us to discover more on functionality within ProVal.

1:30pm – 2:30pm

Room 212 A

Aumentum Tax User Group

Tax User Group - Aumentum Technologies

Annual face-to-face meeting of the Tax User Group for Aumentum. Attendees will have the unique opportunity to ask questions and contribute to shaping the future of tax technology within Aumentum.

1:30pm – 2:30pm

Room 212 B

Customer Service Features in Aumentum Valuation

Tien Dao - Sr. Product Manager, Aumentum Technologies
Brandi Putoff - Product Specialist, Aumentum Technologies
Dave Wagstrom - Product & Implementation Manager, Aumentum Technologies
Steve Hansel - Product Specialist, Aumentum Technologies

An overview of Info Center, Public Inquiry, Workflows, Public Access Content Management and App Processing.

2:30pm – 3:00pm

Pre-function space

Snack Break & Sponsor Prize Giveaways

Join us for our Sponsor Prize Giveaways and Sponsor Bingo drawing!

3:00pm – 4:00pm

Room 210

ProVal User Group Meeting

ProVal Users

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



TEXAS BBQ
CUSTOMER CELEBRATION

WEDNESDAY EVENING | 6PM - 9PM | ROOM 214 ABC

**Break out your cowboy hat and boots
and join us Wednesday Evening as we
close out Amplify 2024 with a night filled
with drinks, BBQ, a DJ, a photo booth,
dancing, and more!**



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