



**2017 Wisconsin Municipal Assessors Institute**  
**Lake Lawn Resort • Delavan • September 19-22, 2017**

**AGENDA**

**TUESDAY, September 19**

- 10:00 a.m. Registration Begins**
- 1:00 p.m. Moderators' Meeting**
- 1:30 p.m. CONCURRENT WORKSHOPS**
  - 1) CoreLogic/Marshall & Swift & the Use of the Marshall Valuation Service APPRAISAL**  
 Moderator: Deb Edwards, Plover Village Assessor  
 Instructor: Jim Siebers, Content Strategist, CoreLogic
  - 2) Exemptions LAW/MANAGEMENT**  
 Moderator: Cathy Timm, Cedarburg City Assessor  
 Instructors: Peter Bronek, Milwaukee; Mark Hanson, Assessor, Madison; Michelle Drea, Manual & Guides Editor & Mark Paulat, Property Assessment Specialist, Department of Revenue
- 6:00 p.m. Chairman's Reception**

**WEDNESDAY, September 20**

- 6:00 a.m. Walk/Run**
- 8:00 a.m. Registration/Light Breakfast & Coffee**
- 9:30 a.m. General Session**  
**Deb Edwards**, Village Assessor, Plover Assessors Section, **presiding**  
**Welcome Address**  
**Address--IAAO Representative**  
**Address--NCRAAO Representative**  
**WAAO Business Meeting**
- 10:30 a.m. DOR Roundtable**
- 1:30 p.m. CONCURRENT WORKSHOPS**
  - 3) WI Property Tax Litigation: General Overview**  
 LAW/MANAGEMENT  
 Moderator: Shannon Krause, Wauwatosa City Assessor  
 Instructors: Attorney Ryan Baithwaite, Cirello Carlson; Madison Assistant City Attorney Jamie Staffaroni & Chief Counsel Dana Erlandsen, DOR
  - 4) Commercial Revaluation APPRAISAL**  
 Moderator: Mike Patnode, Waukesha Senior Appraiser  
 Instructors: Al Land, Brookfield City Assessor; Pete Krystowiak, Kenosha Deputy Assessor
- 5:15 p.m. Reception**
- 6:00 p.m. Banquet**

**THURSDAY, September 21**

- 6:00 a.m. Walk/Run**
- 8:00 a.m. Light Breakfast & Coffee**
- 9:00 a.m. CONCURRENT WORKSHOPS**
  - 5) Assessment Litigation: Building a Defensible Record**  
 LAW/MANAGEMENT  
 Moderator: Matt Tooke, Appleton City Appraiser II  
 Instructors: Shannon Krause, Wauwatosa City Assessor; and Attorney Amy Seibel, Seibel Law Offices
  - 6) Trends in Building Construction APPRAISAL**  
 Moderator: Belinda Fechhelm, Marshfield City Property Appraiser  
 Instructors: Brett Newcomb, President, Newcomb Construction; Guy Kopperud, Industry Solutions Principal, CoreLogic; Tom Naatz, Naatz Construction, SCWBA; Harry Londo, Century 21 Affiliated; Douglas Scott, CEO, Amwood Homes
- 1:30 p.m. CONCURRENT WORKSHOPS**
  - 7) Residential & Commercial Sale Validation APPRAISAL**  
 Moderator: Dan McHugh, Jr., Assessor, Affiliated Property, LLC  
 Instructors: Jeremy Wedige, DOR & Attorney Amy Seibel, Seibel Law Offices
  - 8) Unique & Challenging Properties APPRAISAL**  
 Moderator: Mike Grota, Grota Appraisals  
 Instructors: Jef Mueluer, Summit Assessments; Mark Hanson, Madison Assessor; Del Zwiag, Fitchburg Assessor; Marty Kuehn, Senior Assessor & Commercial Reviewer, Cole-Layer-Trumble Company; Michelle Drea, Manual & Guides Editor & Mark Paulat, Property Assessment Specialist, Department of Revenue; and Bill Bowers, City Assessor, Racine

**FRIDAY, September 22**

- 6:00 a.m. Walk/Run**
- 8:00 a.m. Light Breakfast & Coffee**
- 9:00 a.m. 9) Unconventional Leadership: Assessments Gone Wild**  
 LAW/MANAGEMENT  
 Moderator: Mike Higgins  
 Instructor: Chip Lutz, Unconventional Leadership

For more information on DOR continuing education credits: <https://www.revenue.wi.gov/Pages/Training/assess-recert.aspx>  
 For DSPS information by certification/license: <http://dsps.wi.gov/Home>

*This agenda is tentative and subject to change.*