

THE VIRTUOSO

A Newsletter of the Institute of Government's Candidates' Club

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JOSEPH E. HUNT, EDITOR

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WELCOME TO THE CANDIDATES' CLUB

by Joseph E. Hunt, M.A.I., C.A.E.

Watch out, Tennessee--here we come! At present, that state leads the nation in certified assessment officials, with 52 certified assessment evaluators or residential evaluation specialists (CAE/RES). Michigan is second with 45, and Virginia is third with 35. North Carolina has only 11 CAE/RES in the entire state; however, 52 of our fold have applied for membership to the Institute of Government's Candidates' Club. If only 50 per cent of our membership complete their admission requirements in two years and become designated CAEs, North

Carolina will be near the top in assessment professionalism by 1986. You can make the difference, and as a new member of the Candidates' Club, you are a contributing part of North Carolina's continuing effort to improve assessment administration within the state.

Why should an assessment employee take the time and make the effort to become a professionally designated assessment administrator? The answer to this question can be made in appraisal language; it helps us socially, economically, and politically. In part, our chosen careers are reflected in the social image that we project, and that image is enhanced when we have attained recognition from our peers as professionals in our field. The CAE/RES designations are the International Association of Assessing Officers' (IAAO) endorsement that the person who holds the designation has demonstrated a high level of experience, knowledge, and understanding in the field of assessment administration and has been tested to demonstrate that fact. Economically, designated employees make more money. A study, soon to be published by IAAO, found that on the average CAEs make \$3,500 per year more than their nondesignated counterparts. Politically, a professional within the governmental family not only helps himself or herself to achieve the recognition and respect necessary to attain projected goals but also benefits the entire governmental unit by augmenting its public image.

It won't be easy! A professional designation is difficult to attain. The person who earns one must be highly experienced and knowledgeable in his field; furthermore, most people will not make the commitment necessary to demonstrate the requisite knowledge to the certification board. Fewer than 700 CAE

designations have been awarded since the program was started in 1953, and fewer than 150 RES designations have been awarded since that program began. IAAO awarded 42 designations in 1979. Therefore, our goal of 26 new designations in North Carolina would indeed be a worthy accomplishment--perhaps impossible to obtain without group support.

The idea behind the Candidates' Club is that by working together as a group with the same common goal, we can accomplish in a short time what would take years to do as individuals. The club will meet at least twice each year, and each meeting will focus on requirements for designation. Talk sessions will be held at which problems may be ventilated. The group will then discuss these problems and seek the most direct and understandable solutions. Members will be sent a periodic newsletter that contains helpful hints and progress reports on membership both as a group and as individuals. Members will be encouraged to meet together in smaller groups, and faculty at the Institute of Government will be available to offer counsel as needed. In addition, present holders of professional designations will be asked to participate in the Candidates' Club and offer the benefit of their experience.

The first meeting of the Candidates' Club will be held at the Institute of Government on the UNC Campus in Chapel Hill. The two-day meeting will begin at 1:00 p.m. on Monday, May 7, and conclude at 1:00 on Tuesday, May 8. Topics to be discussed will include: Certification Requirements for the North Carolina Assessment Administrator, IAAO's Professional Designation Program, Becoming a CAE/RES Candidate, Effective Writing, How to Organize a Demonstration Appraisal Report, and Narrative Appraisal Report Writing. If you plan to attend, please complete the enclosed Application for Attendance, add \$1.00 to pay for coffee and cokes at breaks, and return the application as instructed on the form. If you plan to stay at the Institute of Government, make reservations on the enclosed housing form. Information on local hotels and motels is also included.

Let's hope to have 100 per cent attendance at this first meeting of the club.

ANOTHER VALUE APPROACH

by Harry Schultz, CAE

Have you ever watched in admiration as a truly skilled person goes about his or her job? This person has a self-assurance that sets him or her apart. It can be seen among successful coaches and athletes, entertainers, judicial officers, and experts in many fields. Knowing what, why, when, where, and how to perform a job takes knowledge, training, experience, and sometimes education.

A recent television promotion on higher education went something like this: "An education today is expensive; but how much more so is the price of ignorance." Apparently the North Carolina General Assembly found this argument persuasive, and it applied the idea to property tax administration. Effective July 1, 1983, the Machinery Act [G.S. 105-296(b), as amended] places certain educational requirements on appraisers/assessors throughout the state. This requirements will inevitably upgrade the future image of the appraiser/assessor's office.

But we should all go beyond this mandatory educational requirement. This legislation should stimulate a desire to learn more about the appraisal/assessment function and eventually to attain the RES and CAE designation awarded by the International Association of Assessing Officers. Certification is a challenging idea; it is an attainable goal, and it is personally rewarding. Just ask any of these CAEs in North Carolina--Bob Bonti, Sid Covington, Bill Ferris, Lane Helms, Joe Hunt, Jim McCall, or Al Wellman. Or ask me. There is help available for those who were seeking to improve their appraisal talents.

Joe Hunt, with the Institute of Government, will help to improve the assessing profession in North Carolina by providing the courses and resources we need. The responsibility you and I have is to seize opportunity to become an even more competent appraiser.

So come on. The only thing we can lose is our ignorance.

A LETTER TO THE CANDIDATES' CLUB
from Dean A. McQuown

Congratulations on the foresight and commitment you have shown by giving birth to and nurturing the Candidates' Club of North Carolina. I feel honored in being asked to write to such a professional group.

Achievement of an IAAO professional designation is a goal that you should be proud of. It is tangible evidence to your peers and the public that you are proud to be in this profession and that the only way you know to do your job is the right way.

While the work involved is considerable (and at times frustrating), I know from my talks with professional assessors across North America that the rewards are substantial. The benefits are both tangible and intangible, and they grow over time. You will gain not only greater respect from your peers, your boss, and the public but also greater confidence in your own abilities. There may be financial benefits as well. For example, the Report of 1983 Salary Survey of Employment Positions in Assessment Administration found that designated "Chief Deputies/Chief Assistants" earn an average of 18 per cent more per year than their nondesignated counterparts; similarly, designated "Assessors/Chief Assessing Officers" earn about 14 per cent more per year than their nondesignated counterparts.

The IAAO Professional Designation Program has been growing year by year. In 1983 recent changes to the program, which have sharpened its focus on the mass appraiser, and increased public demands for accountability resulted in a record number of new designees and new candidates in the program. I am sure the demands for accountability and professionalism are as great in North Carolina as they are in other states, and I again congratulate you on taking the first step in doing something real about it.

IAAO stands ready to assist you in any we can. Please do not hesitate to write (IAAO, 1313 E. 60th St., Chicago, IL 60637) if you have any questions concerning candidacy for designations. In addition, IAAO's Professional Designation Program Adviser for North Carolina is Harry Schultz, CAE, of Mecklenburg County. Please feel free to contact him at P.O. Box 31457, Charlotte, NC 28231, should you need help.

On a final note, share your enthusiasm with others--it will have a cumulative effect. There has never been a better time than now to tell a friend about IAAO and get him or her on the road to the CAE or RES: first-year IAAO dues have been reduced to \$45 (ends March 31), and the candidacy application fee has been reduced to \$25. Therefore, one can join IAAO and become a candidate for only \$5 more than normal regular-members dues. This package is probably one of the best investments available today.

I look forward to sending you the fruits of your efforts: the CAE certificate.

MEETING OF THE

CANDIDATES' CLUB

May 7-8, 1984

Institute of Government
The University of North Carolina at Chapel Hill

TIME AND PLACE: The Candidate's Club will meet on May 7-8, 1984, at the Institute of Government, The University of North Carolina at Chapel Hill. The meeting will convene at 1:00 p.m. on Monday, May 7, and conclude at 1:00 p.m. on Tuesday, May 8.

PROGRAM: Program topics include:
Certification Requirements for the North Carolina Assessment Administrator
IAAO's Professional Designation Program
Becoming a CAE/RES Candidate
Effective Writing
How to Organize a Demonstration Appraisal Report
Narrative Appraisal Report Writing

REGISTRATION FEE: A fee of \$1.00 per person will be charged to pay for coffee and cokes at breaks.

Participation in Institute schools and conferences is without regard to race, color, sex, religion, national origin, handicap, or veteran status.

REGISTRATION FORM

The Institute of Government's
Candidates' Club

Mail to: Joseph E. Hunt
Institute of Government
Knapp Building 059A
UNC at Chapel Hill
Chapel Hill, NC 27514

Name _____ Social Security # _____

Title _____ County _____

Address _____

City _____ State _____ Zip _____

Registration Fee \$1.00