

ALBERTA ASSESSORS' ASSOCIATION

2021 ANNUAL SPRING CONFERENCE

April 26-28

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Thank you to our Sponsors!

We cannot express enough how humbled we are for the support of our members and sponsors. In 2020, our sponsors “paid it forward” allowing the Association to hold their contributions for future events. Some funds went towards the 2020 Online Symposium, but most of the support was deferred to this year. And, some regular sponsors have contributed again for the 2021 Education Program.

We are grateful for your support.

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2021 Conference Itinerary

Monday, April 26

9:00 a.m.	to	10:00 a.m.	Opening Plenary – State of the Economy Todd Hirsch
10:30 a.m.	to	11:45 a.m.	Panel Webinar – Valuation During COVID-19, Tax and Assessment Policy IPTI Moderator, Various Speakers
1:00 p.m.	to	1:45 p.m.	Plenary – Tax Shifting within Non-Residential Class City of Calgary
2:00 p.m.	to	2:45 p.m.	Plenary - Recruitment - Where are the Assessors of Tomorrow Sean Martin, CEO, Municipal Assessment Assoc., NL
3:00 p.m.	to	Close	Municipal Affairs – 2020 Assessment, 2021 Forecasts, Q&A

Tuesday, April 27

9:00 a.m.	to	10:30 a.m.	Opening Plenary: Responding to Media Shauna Randolph
10:45 a.m.	to	12:00 p.m.	Legal Cases with Q&A

Wednesday, April 28

9:00 a.m.	to	10:30 a.m.	Urban and Rural Caucuses
11:00 a.m.	to	Adjournment	Alberta Assessors' Association Annual Meeting <i>*requires a separate registration to be sent to all members</i>

Monday Opening - Todd Hirsch

Alberta's Economy in 2021: Tools to help us understand what's coming next

Todd Hirsch is the Vice President and Chief Economist for ATB Financial, an Alberta-based financial institution that provides banking services and investment management expertise to 770,000-plus customers in 247 Alberta communities.

He holds a BA Honours in Economics from UAlberta and an MA in Economics from UCalgary. For over 25 years, he has worked as an economist at numerous organizations including the Canadian Pacific Railway, the Canada West Foundation and the Bank of Canada. He also taught economics at the University of Calgary for nearly a decade, both in the Department of Economics as well as the Faculty of Continuing Education. He has also been an instructor at the University of Alberta School of Business in executive education.

Todd is also the author of three books. His latest, "Spiders in Space: Successfully Adapting to Unwanted Change," was released in 2017.

As part of his role at ATB Financial, Todd speaks to hundreds of audiences across the country each year. He is a strong advocate in the arts and culture community, currently the board chair of the Calgary Arts Academy, and serves on the boards of the Glenbow Museum and the Alberta Ballet.

Todd has been recognized as one of Alberta's most influential people. He's received the Queen's Diamond Jubilee Medal, the University of Alberta's Alumni Honour Award, and an honorary degree from Mount Royal University.



Tuesday Opening - Shawna Randolph Media Relations

Shawna Randolph is a highly respected and trusted communications specialist with an extensive array of experience, knowledge and invaluable skills needed to be an exceptional consultant.

Shawna is most well known in Alberta as a popular television news journalist. She most recently was co-host of CTV-2's [Alberta Primetime](#) (2013-2018), a daily province-wide current events news magazine show. She is also well known for her time with CTV Edmonton (1991-2001), most notably as the station's prime news anchor.

Shawna also has an in-depth career history as an award winning communications professional. She has managed media relations and several other communications duties for the City of Edmonton's Transportation Department (2001-2005). She has also operated the City of Edmonton's Media Relations Unit (2005-2008), and has been the City of Edmonton's Media Relations Training Specialist (either as a full-time employee in the past, or current vendor) since 2005. Her most recognized media relations specialist role, however, was spokesperson and media relations coordinator for the Edmonton Humane Society (2008-2013).

While operating this communications firm since 2008, Shawna has guided, inspired and educated several CEO's and members of senior management teams; communications specialists; front-line workers; City or Town Mayors/Councillors; high-profile municipal committee members; designated organization spokespeople; and everyday people simply looking for the right person to help them communicate a message that is important to them, to protect their reputation in the public.

Shawna is a proud recipient of Edmonton's Woman of the Year Award, presented by Consumers' Choice Awards for Business Excellence.



MONDAY, APRIL 26



Opening Plenary - 9:00 AM

Todd Hirsch: Alberta's Economy in 2021

With 2020 behind us, it's fair to say that there's never been a year like it. But now, what lies ahead in 2021? With great uncertainty still weighing down the economy, it's difficult to predict how and when it will recover. What tools can help us understand the new environment that will emerge? And what will the new economy look like?

Panel: Valuation During COVID-19 - Tax and Assessment Policy 10:30 A.M.



Property taxes have featured among the many financial support packages that governments have implemented to assist business and individuals manage. Governments at all levels are trying to balance the devastating economic impact of lockdowns with the need to generate revenue to provide essential services. This webinar will focus on the Canadian experience including measure taken by Alberta's provincial and municipal governments.

Moderator Paul Sanderson, JP LLP (Hons) FRICS FIRRV President, International Property Tax Institute spent over 40 years working for the UK Government's Valuation Office Agency (VOA) where he was the Director responsible for all professional valuation work, including property tax assessments. The VOA is the largest valuation agency in the world with over 3,500 staff dealing with valuations of some 25 million properties. He is a major contributor to many of IPTI's Canadian initiatives and projects.

Panelists: Dr. Enid Slack, Mr. Alan Arcand, Ms. Cate Watt



International Property Tax Institute



Plenary: Tax Shifting within Non-Residential Class - 1:00 P.M.

Rents in Calgary's downtown office market have been declining and vacancy has been increasing to levels not seen since the early 1980s. The result of this has been much lower assessed values for downtown office properties and a major redistribution of property tax liability to other market sectors throughout Calgary. This session will explore the major market change as well as some tactics employed by The City of Calgary to mitigate the effects of the downtown tax shift.

Presenter: Dan Lidgren, Leader, Valuation,

Daniel Lidgren, AMAA, AACI, P.App has been working in the assessment industry for more than 10 years and he has worked for The City of Calgary his entire career. Daniel is an Accredited Municipal Assessor of Alberta and an Accredited Appraiser Canadian Institute, Professional Appraiser and he also holds a Bachelor of Arts in Economics degree from the University of Calgary.

MONDAY, APRIL 26



DETAILS COMING

Plenary: Recruitment - Where are the Assessors of Tomorrow - 2:00 PM

Presenter: Sean Martin, CEO Municipal Assessment Agency, Newfoundland and Labrador



Panel: Municipal Affairs Assessment Services 2020 Assessment, 2021 Forecast and Q&A - 3:00 PM

Presenter: Executive Director and Assessment Services Branch

PANELISTS

Valuation During COVID-19 - Tax and Assessment Policy



Dr. Enid Slack, Director, Institute on Municipal Finance & Governance (IMFG), Adjunct Professor at the Munk School of Global Affairs and Public Policy, University of Toronto.

Enid has written extensively on a range of topics including property taxes, intergovernmental transfers, development charges, financing municipal infrastructure, and municipal governance. Enid consults on municipal finance and governance issues with governments and international agencies.



Catherine (Cate) Watt, AACI, AMAA has built her career in Alberta's assessment and property taxation field since she joined the City of Calgary's Assessment Business Unit in 2002. Since then she has worked in market value mass appraisal, assessment auditing, provincial education tax equalization, regulated assessment policy, and major industrial assessment. Most recently she joined the City of Edmonton in 2019, leading the Assessment and Taxation Branch and as their City Assessor.



Alan Arcand, Chief Economist, Canadian Manufacturers & Exporters

Alan spent 19 years at The Conference Board of Canada where he held multiple roles, including the Associate Director of the Centre for Municipal Studies. Alan's background includes expertise in municipal, regional, & national economic matters including economic forecasting and analysis.

TUESDAY, APRIL 27



Opening Plenary- 9:00 A.M.

Shawna Randolph - Media Relations

Delegates will be guided by Shawna's wisdom on topics such as

- · How to maximize media exposure - how to get the media to cover your story ideas, or your events and how to form and develop long-lasting relationships with the news media; ·
- · How to prepare for and conduct successful media interviews to convey your message and how to control all conversations with media; ·
- · How to successfully navigate social media, especially dealing with "citizen journalists."

There will be examples of videotaped mock-interviews and critiques



Panel: Ask a Lawyer - 10:45 a.m.

A staple of the AAA's Conference schedule. RMRF and guest panelists will discuss cases of interest, and entertain questions on matters of interest to delegates.

Moderator: Carol Zukiwski

Panelists: DETAILS TO FOLLOW

WEDNESDAY, APRIL 28



Rural and Urban Caucuses

9:00 A.M.

The AAA's Executive Committee's Urban and Rural Directors will lead discussions on issues relevant to their stakeholder groups.



Moderator Urban: Jeff McKinnon (top) is the Assessment Manager at Strathcona County, a position he's held since 2013. Before that, Jeff was a Property Assessor with Compass Assessment Consultants. Jeff is a graduate of Lakeland College and a respected member, active volunteer and peer instructor for the Alberta Assessors' Association.

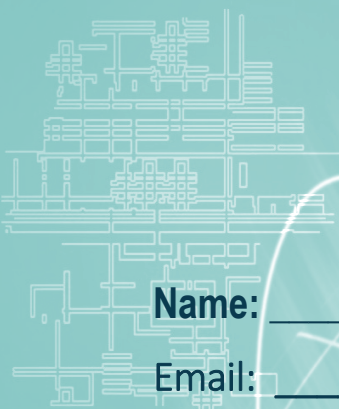
Moderator Rural: Steve Toews (bottom) is the Appointed Assessor for Cypress County, a position he's held since his predecessor's retirement. Steve has a Diploma in Urban Land Economics from the University of British Columbia and a Diploma in Business Administration from Lethbridge College. Besides his Assessment credentials, Steve is a Class A Member of the Canadian Professional Golf Association.



AAA Annual General Meeting - 11:00 A.M.

Members can review and question the Executive on the Association's activities, financial matters and future business plans. Elections for the President-Elect, Vice President and Rural Director will occur.

Please use the specific registration on the website Conference page or complete and submit the downloadable form.



AAA Course Registration Form

Name: _____

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