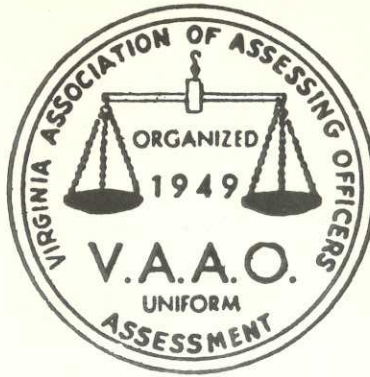


Secretary . . .

R. A. Chandler,  
Room 102, City Hall  
Richmond 19, Va.



VIRGINIA  
ASSOCIATION  
OF  
ASSESSING  
OFFICERS

AFFILIATED WITH THE NATIONAL ASSOCIATION OF ASSESSING OFFICERS

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VOL. 6, NO. 3

JULY, 1958

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Your Constitution Committee, consisting of R. A. Chandler, Fred Forberg H. P. Slusser and Charles W. Sugg, have completed work on a proposed constitution, to be discussed and possibly voted on at Ronoake at the Annual Meeting this fall. It is recommended that each member who has been sent one copy of this proposed constitution, read and study it very carefully, so we may intelligently discuss the various articles prior to adoption or amending of same.

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The 1958 Institute for the Virginia Association of Assessing Officers, held at the University of Virginia, Charlottesville, Virginia, June 11, 12, and 13th, was again the best ever. It is encouraging to see the continued and increasing interest of the membership in this school.

We wish to thank all who took part in making this annual gathering the worthwhile affair that it was. We realize that making preparations for the school took quite a bit of time labor, but that it was time and work spent for a successful and worthy cause, no one can doubt.

A special thank you of appreciation is extended Dr. Weldon Cooper, and his staff in the Bureau of Public Administration, University of Virginia, for making this school possible. We always enjoy the fullest cooperation from these fine people.

To all of our distinguished guest speakers, we say many thanks, and we would like to have all of you again.

JTRsr.

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Everyone eligible to take the examination for the professional degree of Certified Assessment Evaluator, is urged to do so. To those of us here in Virginia in assessment work, we believe this degree is more important than any other offered at this time. It is certain that those men who by application of time and thought to the study relative to passing this examination, will be better appraisers and assessors, able to command better compensation for their labor and more respect from the public, and also from their associates. The National Association of Assessing Officers is and should be our association and we should take pride in the designation of C. A. E. Why don't you send in your application now?

## THE ROLL OF THE ASSESSOR IN PUBLIC RELATIONS

By: Wilbur S. Ratcliffe, Jr.  
Deputy Real Estate Assessor  
City of Alexandria, Virginia

How often are we as assessors confronted with a problem which looms as one of the most important functions of our office-  
Public Relations?

The opportunity to create good Public Relations is constantly present in our everyday work. We are continually calling on the taxpayer or he is coming to see us. When these contacts are made we should always be cognizant of the fact that we are creating an impression in his mind of ourselves and our office. The taxpayer is not only listening to our conversation but is also appraising us as an individual. When he leaves our office he has formed an opinion as to the kind of person he thinks we are and also more important, how much, or how little, we know about our very responsible position.

He not only expects to impart to us information which we are requesting but he too is desirous of information from us and certainly has the right to expect it.

Let us pause for a moment and place ourselves in the position of the property owner seeking information from the assessor. Some of our questions might be: a.) Am I being treated equitably? b.) How does the assessor arrive at his assessment? c.) What is the tax rate? d.) Does the assessor know his job and is he recognizing the fact that his responsibility is great and that he occupies a position not only of importance and prestige but of honesty? These are but a few of the questions I, the property owner, would like answered.

Now lets turn about and place ourselves in our natural position- that of the Assessor. Are we going to take the time to explain the assessment to the taxpayer in a friendly, courteous, and professional manner, as we should, or are we going to give him some silly unsubstantiated answers? If so we've already partially closed the door on good public relations. When the property owner is contacted we are entrusted with one of the most important phases of our work. Should we be inconsiderate, irritable, discourteous or demanding we shall never have the confidence of the taxpayer who incidentally helps pay our salary.

During our conversation with the property owner, let us try and follow the proper procedure towards successful public relations. First let us greet the taxpayer in a friendly and businesslike manner. Should we be calling on him let us state the purpose for our visit, imparting to him all information which he is entitled to receive.

the stick. Thus one does not need to refer to a set of printed tables to get the board foot volume of trees and logs.

For the landowner who wishes to measure the increase in growth in his stand, or who wants to know how much lumber he can get from a batch of logs, this rule has definite advantages. All volumes are based on the International Rule. This rule gives the board feet of one inch lumber, within narrow limits, that can be sawed from logs of any size. No other kind of log rule will do this. The International Rule is also the one the Virginia Division of Forestry uses when it marks timber for landowners.

The number of trees or logs of a particular size one must cut to obtain a given amount of lumber may also be determined from the rule. One can also do some "Arm Chair Forestry" with the rule, too. For example, the marked increase in volume per inch of diameter growth as trees get bigger becomes evident when one compares the increase in size of large trees over smaller ones. Many other interesting comparisons can also be made.

Tree measurements with the stick are not automatic. Expert use of the rule, especially for tree measurements, requires some practice. Log measurements require no practice, only a knowledge of how it is done. Directions for its use are explained in V. P. I. Circular No. 745. Both the rule and the circular are available from any county agent in Virginia. The Rule sells for thirty-five cents each, three for one dollar.

I shall be glad to send the circular mentioned above to anyone interested. Write me at Blacksburg, Virginia.

#### NEW MEMBERS 1958

|                              |   |                      |
|------------------------------|---|----------------------|
| *M. C. ROBLESS               | Socony Mobil Oil Co.                              | H. P. Slusser        |
| *Miss E. M. LEWIS            | Atlantic Refining Co.                             | R. A. Chandler       |
| ROBERT E. WEIBLER            | Arlington County                                  | F. M. Austin         |
| WILLIAM E. GARMANY           | Arlington County                                  | F. M. Austin         |
| *PAUL E. L. BURGOYNE         | Esso Standard Oil Co.                             | W. S. Ratcliffe, Jr. |
| *JOHN J. DOYLE               | Celanese Corporation                              | W. S. Ratcliffe, Jr. |
| *Colonel LELAND BRECKENRIDGE | Frederick W. Berens                               | W. S. Ratcliffe, Jr. |
| *Louis William Raabe, Jr.    | Va. Dept. Highways                                | J. T. Rose, Sr.      |
| *Richard F. Dowham           | (1st Federal Savings and<br>Loan Assoc. of Alex.) | W. S. Ratcliffe, Jr. |
| Randolph Bustamente          | Norfolk, Virginia                                 | Charles W. Sugg      |
| *S. J. Gnash                 | Gnash Realtor                                     | W. S. Ratcliffe, Jr. |
| Louis C. D'Arville           | Va. Dept. Highways                                | J. T. Rose, Sr.      |
| *Henry R. Wharton III        | Wharton & Potter                                  | W. S. Ratcliffe, Jr. |
| *Arthur Fisher               | Weinburg & Bush                                   | W. S. Ratcliffe, Jr. |
| David C. Jester              | Dept. of Taxation                                 | E. C. Curry, Jr.     |
| R.S. Romaine                 | Dept. of Taxation                                 | E. C. Curry, Jr.     |
| Grover W. Ball               | Dept. of Taxation                                 | Fred C. Forberg      |
| Campbell B. Chance           | Dept. of Taxation                                 | Fred C. Forberg      |
| Robert L. Looney             | Dept. of Taxation                                 | Fred C. Forberg      |
| James H. Moore               | Dept. of Taxation                                 | Fred C. Forberg      |
| B. K. Muse                   | Roanoke, Virginia                                 | Harold Wingate       |
| *Keith Price                 | Realtor   | Sam Patteson         |
| J. Luck Richardson           | (Comm. of Revenue,<br>Roanoke County)             | Fred Vaden           |
| Joseph Welstead              | Hampton, Virginia                                 | L. M. Knickerbocker  |
| A. T. Bradley                | Hampton, Virginia                                 | L. M. Knickerbocker  |

New Members 1958- cont'-

|                      |  |                      |
|----------------------|--|----------------------|
| Olin L. Taylor*      | Lindsey & Shepard                          | J. T. Rose, Sr.      |
| Lewis O. Barksdale   | City of Waynesboro                         | J. Ryerson           |
| George C. Karam      | (Virginia Realty Co.<br>Newport News, Va.) | R. S. Orr            |
| *Jack A Guida        | Self Employed                              | J. H. Gray           |
| W. Oakley Roach, Jr. | (Assessors Office,<br>Richmond, Virginia)  | H. Watson            |
| Lawrence Standish    | Fairfax, Virginia                          | G. Myers             |
| C. V. Hargrove       | South Norfolk, Va.                         | Dick Wooling         |
| J. T. Rose, Jr.      | Dept. of Taxation                          | J. T. Rose, Sr.      |
| *Loren L. Thompson   | Self Employed                              | Sam Patteson         |
| Zane H. Cole         | Dept. of Taxation                          | Fred C. Forberg      |
| Herbert Stokes       | Hampton, Va. (Renewal)                     | W. S. Ratcliffe, Jr. |

\* Associate Member

A PROJECT FOR 1959

Or sooner. The V. A. A. O., should have a committee for the sole purpose of reporting each and every act of the Legislature affecting appraisal or assessment of real estate in the Commonwealth of Virginia.

These various acts could be commented upon, and the act and comments both printed in handy pamphlet form, which could be in turn, bound into one larger volume at a later date.

Of course, we have access to most of the pertinent acts affecting our work, but not in one volume, with all the amendments and additions that the complications of the times make necessary.

Trying to get these acts by individual effort, may be costly and possibly unsatisfactory. We, most of us, have no time to waste in spreading our time for education over too much of an area. JTRSr.

JOHN BARKSDALE was employed July 1, 1958, by Chesterfield County, as a real estate appraiser Trainee.

1958 annual convention, Roanoke, Virginia, November 6 and 7, Roanoke Hotel.

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