

**American Society of Appraisers
2019 International Appraisers Conference
Session Schedule**

Monday, August 26, 2019

8:00am - 8:30am **[Multi-Discipline]**
Welcome & Opening Remarks

8:30am - 9:30am **[Multi-Discipline]**
Keynote Address
[Sir David Tweedie](#), Chairman | International Valuation Standards Council

9:35am - 10:35am **[Multi-Discipline]**
[Machinery & Technical Specialties]
[Real Property]
[Appraisal Review & Management]
2020 USPAP Updates
[R. Lee Robinette, ASA](#), President | Collateral Evaluation Associates, Inc.

Learn more about the USPAP changes recently adopted by the Appraisal Standards Board that will become effective January 1, 2020.

[Gems & Jewelry]
Introduction to ColorCodex: A Revolutionary Color Referencing System
[Christopher Smith, GG, FGA](#), President | American Gemological Laboratories

This session will offer insight into ColorCodex, an intuitive and easy to use color system, developed by gemologist for the gemstone and jewelry industry. Specific applications include: assisting appraisers and insurers when preparing appraisals and loss replacements; to help gem dealers and jewelers when matching gemstones for pairs and suites, without having to send actual stones; to train gemologists, jewelers and gem dealers in the nuances of colors as related to gem species and varieties; and to help the jewelry industry at large to set parameters for gem varieties that are defined by color, and to use those parameters for fanciful color terms such as Pigeons Blood and Royal Blue.

11:00am - 12:00pm **[Multi-Discipline]**
[Machinery & Technical Specialties]
[Real Property]
[Appraisal Review & Management]
Reducing the Gap Between IVS and USPAP Practices
[Jack Beckwith, ASA, CEA](#), President | EAGI

There are over 130 countries adopting International Valuation Standards throughout the globe. ASA, like The Appraisal Foundation, continues to participate and support IVS endeavor to educate countries who need to improve their appraisal standards. USPAP and IVS are

continuing to improve communications with all Valuation Professional Organizations to achieve consistency and quality reporting to meet the stakeholders and regulators expectations. This presentation will give illustrations of the similarities and differences between USPAP and IVS, as well as, pointing out the importance of being knowledgeable and utilizing both in our profession.

[Gems & Jewelry]

Collections of Faberge

[Dr. Geza von Habsburg-Lothringen](#), Specialist, Russian Art and Fabergé | Winston Art Group

Discover the magnificence of Faberge, Court Jeweller to the Tsars, presented firsthand by the world-renowned Faberge curatorial director Dr. Geza van Habsburg-Lothringen.

1:00pm - 2:00pm

[Multi-Discipline]

Across Disciplines: What Appraisers Should Know About Property Tax Appeal

[Mary O'Connor, ASA, CFE](#), Partner | Sikich LLP

The appraisal industry plays a key role in the property tax appeal process. Once the sole domain of real estate appraisers, it is recognized that business valuation/intangibles and personal property appraisers provide key expertise in the appeal of the whole range of complex facilities. Working together across appraisal disciplines, a compelling case is developed. This is a specialized field with great opportunity for practice expansion. This session provides an overview of the appeal process, appraisal issues and controversies, jurisdictional issues, and landmark case law. This session suggests ways to maximize this partnership toward a solid result. You will leave with a better understanding about the background leading to the present day controversy between Assessor and taxpayer over the proper approach to appraise among real, personal and intangible assets of a property for tax appeal; the pitfalls related to certain methodologies; and how business valuation, real and personal property experts work together to reach sound conclusions.

[Machinery & Technical Specialties]

Biases: Always Present, Rarely Discussed

[John Mathe, ASA, AAPI CPV, AVAA, FEWA](#), Managing Director | Henley Valuers

While we may not always be aware of our biases, they affect almost every decision and assumption we will ever make. It has been said that bias is almost impossible to escape in appraising, however by understanding how biases are formed we can learn to recognize and negate their adverse effects. This session will reveal the unconscious formation of biases and methods to counter their effects upon appraising.

[Gems & Jewelry]

GIA Presents: Methods of Manufacturing Jewelry and Their Forensic Traces

[Elizabeth Brehmer](#), JMA Technical Advisory | GIA (Gemological Institute of America)

In this session, we will introduce the identification of the two most common jewelry manufacturing methods and the distinctive trace indicators they leave behind. Participants will also be introduced to the GIA 12-step process to evaluate jewelry for manufacturing methods and item quality.

[Real Property]

What the IRS Is Looking for in Your Appraisal

[Michael A. Gregory, ASA, CVA, NSA, MBA](#), Qualified Mediator Minnesota Supreme Court and Founder | Michael Gregory Consulting, LLC and The Collaboration Effect

In this session participants will learn how to write a real property appraisal for the IRS, what the IRS looks for in an appraisal, how to avoid an audit by the IRS and what to do if your appraisal is audited by the IRS. Learn more about the most common errors in reports and what you can do to avoid these types of errors. Should your report be audited, learn how to work with the IRS to resolve issues. Those attending will receive insights on how IRS classification works for estate and gift tax returns, how to write a report for the IRS, and understand the different types of reviews by IRS appraisers. Key takeaways that participants can apply immediately for their reports include: assessing how the IRS looks at valuation issues; identifying who the players and decision makers are if audited; avoiding the most common errors the IRS sees on real property appraisals; and applying brain science to help with resolving conflicts on appraisals.

[Appraisal Review & Management]

Developing a Strong Scope of Work that Won't Break Your ARM

[Joel D. Gonia, ASA - ARM & MTS/M&E](#), Senior Review Appraiser | KATS M & E, LLC

The Scope of Work allows us to fine tune each review to specific criteria based on the intended use. It is important to understand and correctly apply the SOW because it's the intended user's needs, requirements and ability to understand the SOW that drives the whole process. The burden for determining the Scope of Work is on the appraiser ... and often we forget this. Also, the Scope of Work must be disclosed in the report – The appraiser must disclose what he or she did not do as well as what he or she did do. This class will focus on the Scope of Work disclosure for use within the Review Report. Specific discussion topics include: disclosure; competency; development of an opinion of value; and limitations, restrictions or assumptions. This is an interactive hands-on class with real-world examples and class participation.

2:30pm - 3:30pm

[Multi-Discipline]

Best Ways to Create a Strong Referral Network

[Jay E. Fishman, FASA, FRICS](#), Managing Director | Financial Research Associates

[Machinery & Technical Specialties]

Valuation of Oil and Gas Assets

[Jim Harden](#), Partner - Valuation Advisory | Moss Adams LLP

This presentation will provide insights on valuation of oil and gas assets including gathering pipelines and field equipment using case examples. It will also cover the market fundamentals that affect value, indexes, replacement costs and depreciation techniques.

[Gems & Jewelry]

GIA Presents: Fancy-Colored Melee Diamonds and Their Identification

[Dr. Wuyi Wang](#), Vice President of Research and Development | GIA (Gemological Institute of America)

The volume of fancy-colored melee diamonds entering the trade continues to grow. These include natural diamonds, treated natural diamonds and laboratory-grown diamonds. In this presentation, Wuyi Wang, Vice President of Research & Development at GIA, will review basic

principles of diamond color, the current state of fancy-colored melee diamonds in the market, and the primary forms of technology available for identification.

[Real Property]

What the IRS Is Looking for in Your Appraisal

[Michael A. Gregory, ASA, CVA, NSA, MBA](#)

Qualified Mediator Minnesota Supreme Court and Founder | Michael Gregory Consulting, LLC and The Collaboration Effect

Continuation of previous session.

[Appraisal Review & Management]

Investigating a Purchase Price Allocation for Audit Review: An Appraisers Perspective

[Michael Jones, ASA](#), Senior Managing Director, Industrial Valuation Group | Suncorp Valuations

This session offers a review an independent audit of the tangible asset portion of a purchase price allocation. The audit review will consist of the following key areas of review: proposal; scope; obsolescence factors; premises of value; methodology; remaining useful life (RUL) estimates; asset record & working papers and compliance with regulatory requirements.

4:00pm - 5:00pm

[Multi-Discipline]

[Machinery & Technical Specialties]

Millennials in the Workplace

[Andria Schulte](#), Senior Human Resources Generalist | HARIBO of America, Inc.

The roughly 80 million millennials in the U.S. have become the most diverse generation the country has ever seen. Additionally, millennials hold more college degrees and debt than those who came before them. By 2025 they will comprise 75% of the workforce. This impending majority calls for greater attention to the generation's wants and needs. This session will help better understand how to work with, retain, motivate and keep millennials happy.

[Gems & Jewelry]

GIA Presents: Forensic Application of Manufacturing Trace Indicators

[Elizabeth Brehmer](#), JMA Technical Advisory | GIA (Gemological Institute of America)

In this follow-up session to *Methods of Manufacturing Jewelry and Their Forensic Traces*, participants will take the manufacturing trace information learned and apply this knowledge to written sample case studies using the GIA 12-step process to evaluate jewelry.

[Appraisal Review & Management]

Valuation in Litigation: Destruction of the Company Damages

[Angela J. Somers](#), Partner | Reid Collins & Tsai LLC

A defective product sold by a manufacturer to a company or actionable behavior of a director or officer of a company may cause harm to a company that can be identified. However, the specific harm often does not tell the whole story, particularly for a company that has collapsed. In order to capture the full array of damages, a case must be made that the conduct destroyed the company. This presentation will address the method used to value the company for such purpose and the causal connection, if any, that must be shown.

4:00pm - 5:30pm

[Real Property]

Theme Park Valuations

[Honorable Rick Singh, CFA](#), Property Appraiser | Orange County Florida Property Appraiser
[Terry Taylor, CAE, RES, AAS](#), Director Real Estate Residential | Orange County Florida Property Appraiser

The valuation of the theme parks presentation will demonstrate the methods, techniques and magnitude and importance of fair and equitable assessments. This exhibition will explore seven theme parks within Orange County, Florida that provide a practical, realistic positive economic impact when establishing fair market value.

Tuesday, August 27, 2019

8:00am - 9:00am

[Multi-Discipline]

[Real Property]

[Appraisal Review & Management]

IRS and Tax Policy as it Relates to the Valuation Profession

Cheryl Teifer, Director of Field Operations Engineering | Internal Revenue Service

[Machinery & Technical Specialties]

Two Wild and Crazy Guys Talk about Insurance Appraisals

[Fernando Sosa, ASA, MRICS](#), Director | Cushman & Wakefield

[David Koller, ASA, MRICS](#), Managing Director | Cushman & Wakefield

This session will provide an overview of best practices for insurance appraisals. Discussions will include: recognizing risk through property appraisal; how external factors can affect the insurable values of the subject property; understanding and utilizing an appraisal report and identifying best practices of property coverage risk management.

[Gems & Jewelry]

Geuda Sapphire

[Sheahan Stephen](#), President | Sheahan Stephen Sapphires

[Real Property]

Aristotle's Three Artistic Proofs Applied to Collateral Valuation Policy

[John D. Russell, JD](#), Senior Director of Government Relations and Business Development | American Society of Appraisers

Logos, ethos, and pathos. These three concepts form the legs upon which Aristotle's Three Artistic Proofs, the cornerstone of persuasive argument, rest upon. But how well do we consider each element of the Proofs when crafting collateral valuation policy? This session is designed to explore how each element does (and should) feed into conversations about policy, and the implication of fully considering each Proof as part of a fuller policy debate.

9:05am - 10:05am

[Multi-Discipline]

[Real Property]

[Appraisal Review & Management]

How to Have More Influence and Impact in the Courtroom

[Deborah Johnson, M.C.](#), President | High-Stakes Communication, LLC

You may have stunning credentials, specialized knowledge and prepare a faultless analysis, but you need more than that to engage and influence a jury. You must have finely tuned “soft” skills – the ability to relate to them, to communicate complex ideas in an easy-to-absorb manner, and to defend without being defensive. Mastery of these soft skills determine whether you are only an expert on paper, or an expert who can help win cases. In this presentation learn what jurors want and why. Discover the three keys to connecting to them on their level. And the two things you can do to polish up your presentation for maximum impact in the courtroom.

[Machinery & Technical Specialties]

Semiconductor Fab Valuations: Things to Consider

[Jaclyn Cannici, ASA](#), Director, Machinery & Equipment | Duff & Phelps

This session will provide an overview of the semiconductor industry, semiconductor fabs, and common equipment. Learn more about valuation considerations, such as: purpose, highest & best use, cost approach, market approach, secondary market considerations, technological factors, fab infrastructure, challenges, and other unique aspects of this industry.

[Gems & Jewelry]

Provenance and Grading of Pink Diamonds: Argyle and non-Argyle from World Sources

[Branko Deljanin, BSc, GG, FGA, DUG](#), President | CGL-GRS Swiss Canadian Gemlab Inc

These days, consumers are very conscious about the origin of products. In addition to demanding fair trade coffee and other products, it is reasonable to expect a similar interest in knowing where their valuable colored diamond comes from. The science of gemology is evolving, and more advanced instruments are being used in gem labs for routine testing of diamonds and colored stones to determine not only if something is natural, treated, or synthetic, but also where gems are coming from. In the last few years, the market has seen increasing interest in provenance for rare colored diamonds, especially pinks. Similar to the way those important rubies are sold at shows and major auctions with origin reports, only time will show whether Argyle pinks (and other colors) will follow the same trend.

10:30am - 12:00pm

[Multi-Discipline]

[Real Property]

[Appraisal Review & Management]

What Experts Need to Know: A View from the Bar and the Bench

[Honorable Matthew F. Cooper](#), New York State Supreme Court Justice | New York Supreme Court, New York County

[Allen E. Mayefsky, Esq.](#), Aronson Mayefsky and Sloan LLP

[Jay E. Fishman, FASA, FRICS](#), Managing Director | Financial Research Associates

[Kenneth J. Pia, Jr., ASA, CPA, ABV, MCBA](#), Partner-in-Charge, Business Valuation Services | Marcum LLP

An experienced trial judge from the Supreme Court of New York and an equally experienced trial lawyer will share their insights as to credible expert witness testimony. Using a question and answer format they will discuss such topics as: What makes a credible expert witness; the use of oral or written reports; what type of qualifications matter; and how to hold and maintain the court's attention. They will be joined by Jay E. Fishman, FASA and Ken Pia, ASA, two experienced expert witnesses

[Machinery & Technical Specialties]

Market Update Round Tables

[Michael E. Winterfeld](#), Director, Appraisal Services | Taylor & Martin, Inc.

[Joel D. Gonia, ASA - ARM & MTS/M&E](#), Senior Review Appraiser | KATS M & E, LLC

[Fernando Sosa, ASA, MRICS](#), Director | Cushman & Wakefield

[Jim Harden](#), Partner - Valuation Advisory | Moss Adams LLP

[Alec Story](#), VP | Perfection Global LLC

The market roundtable session will be short discussions on 5 popular industries: Renewable Energy, Machine Tools, Mining, Oil & Gas, Trucks & Trailers. Each moderator will give a 10-minute presentation on the current trends in the market as it relates to the industry in general and equipment pricing. Then there will be around 10-15 mins for questions and discussions.

[Gems & Jewelry]

Updates on the Current Natural Fancy Colored Diamond Market

Alexander Eblen, Vice President, Senior Specialist | Sotheby's

1:00pm - 2:00pm

[Multi-Discipline]

[Real Property]

[Appraisal Review & Management]

The Benefits of SEAK: An Appraisers Perspective

[Joel E. Levin, Esq.](#), Founder | Levin & Associates Co., L.P.A.

[Machinery & Technical Specialties]

What Do Financial Institutions Look for in Appraisals?

[Paul R. Cogley, Jr., ASA](#), SVP Commercial Valuation Manager | Banc of America Leasing

Banks and other financial institutions need for third part independent appraisals. They also have specific requirements. This presentation will cover why they need independent third-party appraisals; what qualifications they are looking for in an appraiser; and what information they expect the appraisal report to contain. In addition, we'll talk about strategies for getting on an "Approved Appraiser" list and where to focus your marketing energy to develop new business.

[Gems & Jewelry]

Blockchain Fundamentals for the Gemstone and Diamond Industry

[Scott Austin](#), Senior Executive Vice President | Everledger Inc.

The Diamond and Jewelry industry has needed to address a number of fundamental issues that have threatened to undermine the long-term viability of the industry and collateral itself. This session will offer a look at some of these issues and how the technology is being used to find a solution to the problem and support enhanced trust mechanisms across the supply chain.

Learn more about: Provenance points and forensic data; Digitization efficiencies of the supply chain; Artesian Mining supported by the Block; and Forensic data and how this interacts with the blockchain.

2:30pm - 3:30pm

[Multi-Discipline]

[Machinery & Technical Specialties]

The Use of Technology in Appraisals

[Garrett Schwartz, ASA, CEA](#), Senior Equipment Appraiser | Sencer Appraisal Associates

[Gems & Jewelry]

Diamond Portrait Jewels: A Case Study

[David Wolf, ASA, MGA®, GIA GG](#), Director | Just Appraisers LLC

[Benjamin Zucker](#), Precious Stones Co.

Don't miss this fascinating two-part presentation, familiarizing attendees with the significance of portrait diamond jewels. A collector and connoisseur of Portrait Diamond Miniatures will reveal his fascination and preservation of such jewels, unravel family history and will share his knowledge of the history of these diamonds from India impacted Russian and European society. Next hear directly from the appraiser of the portrait diamond jewel, Georgiana, The Duchess of Devonshire and understand the conundrum of appraising such a rarity. Learn more about his research, including the impact of the Duchess on both the social fabric and politics in Europe and America during her rise to fame. Attendees will leave feeling more empowered to expand the research criteria when appraising a formidable piece of artistic jewelry, and apply critical reasoning to compose a unique and defensible approach when charged with the responsibility of appraising a rare and historical national treasure.

[Real Property]

Using Mobile Technology to Improve Appraiser Efficiency & Practical Issues Dealing with Bifurcated Appraisals

[David R. Doering, ASA, IFA](#), Vice President | Missouri Property Appraisal, Inc.

[Shane M. Weber, ASA, IFA](#), Appraiser/Appraisal Technology Coordinator | Missouri Property Appraisal, Inc.

The presentation will address two topics: The "Using Mobile Technology to Improve Appraiser Efficiency" component will explore the currently available technology, tools and processes to increase appraisal productivity in the data collection process and the transfer of information into the appraisal report. The presentation will review current appraisal mobile technology platforms and the time-saving benefits of their use in the appraisal process.

The "Practical Issues Dealing with Bifurcated Appraisals" component will discuss the increasing use of "bifurcated" or "hybrid" appraisal processes whereby the subject data gathering process is completed by a party other than the appraiser completed the appraisal. The presentation will discuss the applicable USPAP related consideration for appraisers who elect to participate in bifurcated assignments with respect to scope of work development responsibilities and the use of clearly stated extraordinary assumptions and disclosures.

[Appraisal Review & Management]

Cross Discipline Approach to Specialized Markets

[Richard Gilmore, FASA](#), Senior Vice President | AgVisory

In this session gain insight into the multi-discipline success story of AgVisory, working nationally in a very specialized area with very little competition. Delve into the complexities of real property, personal property and business valuation all performed by a single firm and presented in a single report format. Understand how the firm got to this point and the opportunities for other practitioners to perform this type of work.

3:35pm - 4:35pm

[Multi-Discipline]

How to Overcome Common Obstacles to Marketing and Achieve Success

[Mellanie Bartlett](#), Co-Owner | Sweeney & Bartlett Marketing Partners

[Debby Sweeney](#), Co-Owner | Sweeney & Bartlett Marketing Partners

You want to market, you need to market, and you have a general idea of what needs to happen, but you continue to face obstacles to actually getting it done. Sweeney & Bartlett will offer tips on how to move forward and achieve success.

[Machinery & Technical Specialties]

How to Pass an Audit Review with Flying Colors

[Michael Crismyre, ASA](#), Senior Director | RSM

Have you prepared an appraisal that was used for financial statement reporting purposes? Was your report reviewed by an appraiser who worked for the client's auditors? Was the review process difficult? This session will address the audit review process many appraisers are subject to when they prepare a report which is used for ASC 805 or ASC 350/360 purposes. The session will be delivered by an appraiser with forty years of experience who has performed audit reviews of appraisals for the past twenty years. Learn the ins and outs of the review process and pass your next review with "flying colors".

[Gems & Jewelry]

One Trip Around the Sun: Legal Updates

[Tiffany Stevens](#), President & CEO | Jewelers Vigilance Committee

It's just been a full year since the Jewelers Vigilance Committee (JVC) released their updated Jewelry Guides after no changes in twenty years. Tiffany Stevens, JVC President, CEO and General Counsel, discusses how these changes in the ways we can advertise and represent all jewelry products have impacted the jewelry industry over the past year. We will walk through the changes as well as the recent enforcement action by the FTC and the signals of future policy given by the US State Department. All companies in the jewelry and watch supply chains must know and understand the Jewelry Guides to conduct business in the United States.

[Real Property]

Using Mobile Technology to Improve Appraiser Efficiency & Practical Issues Dealing with Bifurcated Appraisals (cont.)

[David R. Doering, ASA, IFA](#), Vice President | Missouri Property Appraisal, Inc.

[Shane M. Weber, ASA, IFA](#), Appraiser/Appraisal Technology Coordinator | Missouri Property Appraisal, Inc.

Continuation of previous session.

[Appraisal Review & Management]

The Appraiser and Review of the Appraiser's Work in Alternative Dispute Resolution

[John Levitske, ASA, CPA/ABV/CFF/CGMA, CFA, CFLC, CIRA, MBA, JD](#), Senior Managing Director,
Commercial Disputes, Business Valuation Dispute Analysis | Ankura
[Leslie A. Berkoff, Esq.](#), Partner: Co-Chair of Litigation & Bankruptcy Group and Co-Chair of
Alternative Dispute Resolution Group | Moritt Hock & Hamroff LLP

Topical discussion from the perspectives of the retained expert witness, neutral expert, arbitrator, mediator and legal counsel regarding the appraiser and review of the appraiser's work in Alternative Dispute Resolution proceedings such as Mediation, Arbitration and International Arbitration.