



## ASA Houston Chapter

Presents

**“Valuing wine is easy. Just ask my empty glass!”**

**Derek Groff, ASA, CFE**  
Director, Moss Adams

Derek Groff will share his winery valuation expertise and industry issues during the middle of the wine harvest season.

**Thursday, October 1, 2020**

**LIVE WEBINAR**

**Presentation 12:00 PM (Central) 1.5 hours of CE Credit**

Register online at [www.HoustonAppraisers.org](http://www.HoustonAppraisers.org) and go to “Calendar/Meeting Registration” page. Cost: \$20

For questions contact Pamela Bensoussan at [ArtandAntiqueAppraisers@comcast.net](mailto:ArtandAntiqueAppraisers@comcast.net)



Derek Groff has been providing financial advisory services to companies and business owners since 2001. He advises on complex valuation issues for tax compliance, financial reporting, mergers and acquisitions, strategic planning, and litigation support. He currently leads Moss Adams’ valuation practice in Denver and works with private/public companies, private equity/VC funds, high net worth individuals, and families on issues related to raising capital, mergers and acquisitions, stock issuance, complex financial instruments (derivatives), tax/succession planning, and litigation/shareholder disputes. Derek has advised or consulted on dozens of equity and M&A transactions totaling over \$15 billion in transaction value. In a prior

lifetime, Derek was an investment banker, winery owner, and competitive tennis player. He also has a strong penchant for bourbon and the smooth sounds of yacht rock.