

Jason Zilberbrand, ASA Election Biography

Jason Zilberbrand is a notable figure in aviation, coming from a lineage that founded JSSI, a leading provider of hourly cost maintenance. As President of VREF Aircraft Value Reference & Appraisal Services, his deep industry passion and knowledge, combined with his personal experience as an aircraft owner and operator, establish him as a trusted expert. His expertise spans business aviation, contract disputes, and aircraft valuations, including value diminution and insurance claims. Under his leadership, VREF, the industry's premier valuation guide since 1994, offers comprehensive assessments across various aircraft and engines. It stands as the only cloud-based SaaS valuation platform in aviation, supporting over 700,000 subscribers. Jason's commitment ensures accurate, reliable information for the aviation community, perpetuating his family's legacy in enhancing the industry.

Why do you feel you are qualified for this position? Include information on past volunteer positions with ASA and other organizations.

My qualifications for this position are deeply rooted in a comprehensive blend of experience, dedication, and a proven track record of success within ASA and other esteemed organizations. Having volunteered in various capacities with ASA, I've developed a keen understanding of our mission, operational dynamics, and the challenges we face. This experience has allowed me to contribute effectively to our goals, fostering collaboration, innovation, and efficiency.

Outside of ASA, I've engaged in volunteer roles across several non-profits and professional bodies, where I've honed my skills in leadership, strategic planning, and stakeholder engagement. These roles have not only expanded my network but also enriched my perspective on service and community building. My ability to navigate complex issues, drive initiatives forward, and inspire teams stems from these diverse experiences.

I believe my blend of strategic insight, operational expertise, and a genuine commitment to our community's growth positions me uniquely for this role. My aim is to leverage this background to contribute to ASA's continued success, ensuring we not only meet but exceed our objectives.

What contributions have you provided ASA as a member or to a comparable organization(s)?

Throughout my tenure with ASA and similar organizations, my contributions have been multifaceted, reflecting a commitment to growth, innovation, and community engagement. Within ASA, I've actively participated in my local chapter, now serving as Sectary and board member, initiatives aimed at enhancing member services, improving educational resources, and expanding the reach of our programs. My efforts include leading workshops, contributing to policy development, and spearheading campaigns to increase membership and engagement.

In comparable organizations, I've served in roles that allowed me to work on strategic planning, fundraising, and creating partnerships that align with organizational goals. These experiences have honed my ability to identify opportunities for improvement, mobilize resources, and implement solutions that drive success.

My contributions have consistently aimed at creating value for the members and the broader community we serve. By leveraging my skills in collaboration, strategic thinking, and leadership, I've

worked to ensure that these organizations are better positioned to fulfill their missions, adapt to challenges, and capitalize on new opportunities. My goal has always been to leave a lasting, positive impact on the communities and organizations I've had the privilege to serve.

What do you wish for ASA's members?

For ASA's members, I envision a future where each individual feels empowered, valued, and connected. My aspiration is for our community to thrive in an environment that fosters professional growth, innovation, and collaboration. I wish for members to access unparalleled resources, education, and networking opportunities that propel their careers forward and deepen their expertise.

I hope for a culture that celebrates diversity, encourages open dialogue, and actively seeks member input to shape our direction and policies. This inclusivity should enhance our collective strength, ensuring that every voice is heard, and every contribution is recognized.

Furthermore, I envision ASA members benefiting from cutting-edge industry insights and trends, positioning them at the forefront of their fields. By leveraging the power of our collective knowledge and experience, I wish for members to not only navigate the challenges of today but also to shape the future of our industry.

Ultimately, my wish for ASA's members is to belong to a dynamic, supportive community that not only meets their current needs but also anticipates and adapts to the evolving landscape of our industry, ensuring long-term success and fulfillment.

What do you wish for ASA in the profession?

For ASA in the profession, my aspiration is to see it recognized globally as the epitome of excellence, integrity, and professionalism in appraisal services. I envision ASA setting the gold standard for the industry, where its accreditation is not just a credential but a testament to the highest levels of expertise and ethical practice. My hope is for ASA to lead by example, championing continuous education, innovation, and adherence to rigorous standards that respond dynamically to the evolving demands of the market.

I aim for ASA to be at the forefront of addressing industry challenges, including enhancing visibility among financial communities and ensuring the appraisal profession's future sustainability. By fostering strong partnerships with organizations like the Equipment Leasing Finance Association (ELFA) and directly engaging with the financial sector, ASA can broaden its impact and influence. Initiatives such as creating educational resources for lenders and promoting awareness of appraisal standards will further solidify ASA's position as a leader in the field.

Ultimately, I wish for ASA to cultivate a vibrant, supportive community where members are empowered to achieve their fullest potential, contributing to the profession's growth and the betterment of the industries we serve. This vision for ASA embodies a future where excellence, education, and ethical practices are not just aspirations but realities that define our profession.

Why should members vote for you?

As I announce my candidacy in the upcoming election for the Machinery and Technical Specialties (MTS) Committee, my motivation stems from a deep-seated desire to contribute to the evolution of our

profession. I envision a future for ASA members that is rooted in empowerment, connectivity, and professional advancement within an environment that champions integrity, professionalism, and the highest standards of excellence that define the aviation appraisal industry.

My vision extends to addressing the immediate challenges faced in today's market, advocating for continuous education, and ensuring that the ASA's accreditation process upholds the most rigorous standards. A critical issue that needs addressing is the lack of marketing efforts from ASA National towards the financial community. There is a significant opportunity to educate lenders, particularly those engaged in personal property lending. Given that MTS predominantly comprises small businesses constrained by budgetary limitations for advertising, a strategic approach is required to elevate their visibility and understanding within the financial sector.

To this end, I propose encouraging ASA's direct involvement with the Equipment Leasing Finance Association (ELFA) and the development of a platform dedicated to addressing the banking and finance community's queries, concerns, and gaps in appraisal knowledge. Furthermore, the creation of a series of educational videos offered free of charge to the financial community will not only demonstrate the ASA's values but also address numerous frequently asked questions, thereby illuminating the ASA's commitment to excellence and education.

This focus on educating lenders will not only cast the ASA in the best light but also pave the way for a more informed and respectful interaction between the appraisal and financial communities. Navigating the complexities of the modern aviation market and the intricacies of appraisal standards demands visionary leadership coupled with an unwavering commitment to educational and ethical excellence. My dedication to these principles is steadfast, and I seek your support in my candidacy for the MTS Committee. Together, we can redefine excellence, ensuring the aviation appraisal profession continues to be a beacon of quality, integrity, and ethical practice.