<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker and Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 - 8:30am</td>
<td>Welcome &amp; Opening Remarks</td>
<td>Johnnie White, CEO/Executive Vice President</td>
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<tr>
<td>8:30 - 9:30am</td>
<td>Keynote Address</td>
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<td>A Business Economic Damages Report is not an appraisal report and does not necessarily follow USPAP Standard 4. It basically is intended for the court of law to: (a) state the likely opinions/findings to be offered, and (b) the basis for those opinions. Expert reports will vary according to the nature of the claimed damages, such as patent infringement cases should consider factors in the Georgia-Pacific case. Care is needed by a reviewer to understand the nature of the damages claimed, the scope of the expert’s attention to the detail of the business, the consideration of external events that may have influenced the business profitability, and the logic/assumptions applied to the calculation of losses. Normally an economic expert does not proffer opinions on causality, but rather the amount that should be awarded presuming the defendant is held liable.</td>
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<tr>
<td>11:00am - 12:00pm</td>
<td>How to Market Your Professional Designation</td>
<td>Barry Lebow, CEO</td>
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<td>It is not enough to be an ASA as that alone will not attract new business, it is how you use it and how you market yourself. How to reach other professionals who will 1) give you continued volume business over your career and 2) greatly increase your fees.</td>
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<tr>
<td>11:00am - 12:00pm</td>
<td>Gift and Estate Tax Appraisals: an Estate Planner's Perspective</td>
<td>Mel M. Justak, Partner</td>
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<td>This session will present an estate planner’s perspective on gift and estate tax appraisals based on experience in IRS audits and explaining provisions to clients.</td>
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## 1:00 - 2:00pm

**[Appraisal Review & Management]**  
The Compelling Use of Business Valuation Appraisals in Litigation  
*John C. Sciaccotta*, Attorney | Aronberg Goldgehn  
*Honorable Thomas R. Mulroy*, Associate Judge, Circuit Court of Cook County  

This session will offer best practices relating to the use of business valuation expert testimony at trial. Learn more about preparing the expert and designing the testimony for the most compelling and persuading impact upon the judge and jury.

## 2:30 - 3:30pm

**[Appraisal Review & Management]**  
Appraisal Review: Process vs Technical Knowledge  
*Raymond Rath*, ASA, Managing Director | Globalview Advisors LLC  

Best practices for appraisal reviews are evolving. Appraisal review for real estate lending have received significant attention from bank regulators for decades. With increased reliance on fair value estimates for financial reporting, the Securities and Exchange Commission (“SEC”) and Public Company Accounting Oversight Board (“PCAOB”) expressed concerns about the quality of fair value estimates and the depth of appraisal review procedures of auditors and their valuation specialists. Many sessions on appraisal reviews focus on technical issues. This session will focus on the extent of the appraisal review process and review scoping issues. Learn more about reviews that express a conclusion pertaining to the reasonableness of the appraiser’s fair market value / fair value estimate. While the session will focus on appraisal reviews for financial reporting, the scoping issues are relevant to reviews for other purposes.

**[Multi-Discipline]**  
Emerging Technologies: 5G

## 4:00 - 5:30pm

**[Appraisal Review & Management]**  
Convergence of Disciplines: Hotel Appraisal  
*Gary K. DeClark*, MAI, CRE, FRICS, R/W-AC, Senior Managing Director and Principal | Valbridge Property Advisors  

**[Multi-Discipline]**  
Hemp - How Does it Affect Your Discipline

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**Tuesday, October 13, 2020**

## 8:00 - 9:00am

**[Appraisal Review & Management]**  
Malpractice Defense & Insurance  
*Larry Hoellwarth*, Member | Karbal, Cohen, Economou, Silk & Dunne, LLC  

**[Multi-Discipline]**  
Emerging Technologies: Lab Grown Diamonds in Semiconductors

## 9:05 - 10:05am

**[Appraisal Review & Management]**  
Defensive Practices / Mock Trial
10:30am - 12:00pm  [Appraisal Review & Management]  
Defensive Practices / Mock Trial (continued)  
Jeffrey W. Brend, ASA, CPA/ABV, CFE, CFF, AAML, Attorney at Law | Levin & Brend, P.C.  
Craig M. Capilla, Attorney | Franklin Law Group  
Mark A. Munizzo, ASA, President | Equity Network

1:00 - 2:00pm  [Appraisal Review & Management]  
Defensive Practices / Mock Trial (continued)  
Jeffrey W. Brend, ASA, CPA/ABV, CFE, CFF, AAML, Attorney at Law | Levin & Brend, P.C.  
Craig M. Capilla, Attorney | Franklin Law Group  
Mark A. Munizzo, ASA, President | Equity Network

2:30 - 3:30pm  [Appraisal Review & Management]  
Law Review Article  
Chad Pomeroy, Professor of Law | St. Mary's University School of Law  

[Multi-Discipline]  
80/20: Profitability and Growth  
Peter Philippi, Founder/Chairman | Strategex LLC

In this presentation you will get a completely new perspective on the old 80/20 Principle and how it applies to every aspect of your business. You’ll walk away with some powerful tools you can use to begin to improve your company performance immediately. In this high energy and high-powered session, Peter Philippi will walk through the 80/20 process with a mission to provide a basic understanding of how the 80/20 Principle is applied to your business – and to life! He will present a series of concepts and practical examples such that the learning can be applied as soon as the session is complete. Learn how to uncover the critical few customers, products/services and activities that provide 80% of the value. Don’t spend as much time and resources on the 80% that provide very little value, and that are costing your company far more that you ever expected!

3:35 - 4:35pm  [Appraisal Review & Management]  
Advisory Opinion 20: Opinion of Value  
Joel D. Gonia, ASA - ARM & MTS/M&E, Senior Review Appraiser | KATS M & E, LLC