## SATURDAY, OCTOBER 10

1:00 - 5:00 pm

**CHAPTER LEADERSHIP FORUM**

## SUNDAY, OCTOBER 11

8:30 am - 12:00 pm

**DISCIPLINE COMMITTEE MEETINGS**

1:00 - 5:00 pm

**BOARD OF GOVERNORS MEETING**

3:00 - 7:00 pm

**REGISTRATION OPEN**

6:00 - 8:00 pm

**WELCOME RECEPTION**

## MONDAY, OCTOBER 12

**NEW! Sunrise Yoga**
*optional event, additional fees apply*

6:00 - 6:45 am

**REGISTRATION & CONTINENTAL BREAKFAST**

7:00 - 8:00 am

**Introduction & Opening Remarks**

8:00 - 8:30 am

**KEYNOTE ADDRESS**

8:30 - 9:30 am

9:30 - 9:35 am
## Agenda at a Glance

### 2020 ASA International Conference

**Convergence of the Appraisal Disciplines**

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<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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</table>
| 9:35 - 10:35am | **BUSINESS VALUATION 1**  
Big Market Delusion  
Bradford Cornell  

**BUSINESS VALUATION 2**  
How to Market Your Professional Designation  
Barry Lebow  

**MULTI-DISCIPLINE**  
Modeling…Beyond the Math  
Douglas Krieser, ASA  

**MACHINERY & TECHNICAL SPECIALTIES**  
The Gray Market: Valuing Unauthenticated Objects  
Megan Noh  
Brian Brusakas  

**PERSONAL PROPERTY**  
CVD Diamond Ubiquity  

**GEMS & JEWELRY**  
The Great Metropolis: The Development of Chicago  
Mark Munizzo, ASA  
Lisa Musial, ASA  

**REAL PROPERTY**  
Reviewing Economic Damages  
Robert Schiegel, FASA  

**APPRAISAL REVIEW & MANAGEMENT**  
SCHEDULE SUBJECT TO CHANGE |

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<tr>
<td>10:35 - 11:00am</td>
<td>Networking Break</td>
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| 11:00am - 12:00pm | **LUNCH**  
You Get What You Pay For: Voting, Non-Voting, and Supervaluing Shares  
John Taylor, ASA  
Yuka Itami, ASA  

Why LEAP’s Provide Defendable Discounts for Lack of Marketability (DLOM’s)  
Brian Pearson, ASA  

Gift and Estate Tax Appraisals: an Estate Planner’s Perspective  
Mel Justak  

Cell Towers and Cellular Communications Equipment  
David Cole, ASA  

Architectural Artifacts: Meaningful and Marketable  
Eric Nordstrom  

Gem & Jewelry Collateral Audits  

The Great Metropolis: The Development of Chicago (continued)  
Mark Munizzo, ASA  
Lisa Musial, ASA  

Gift and Estate Tax Appraisals: an Estate Planner’s Perspective  
Mel Justak  

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<td>12:00 - 1:00pm</td>
<td>Networking Break</td>
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| 1:00 - 2:00pm | **Estimating Long Term Growth Rates**  
Ashok Abbott  
Roger Grabowski, FASA  

Valuation Enforcement Cases – SEC and IRS Valuation Controversies  
Anthony Kelly  
Natalie Hoyer Keller  

Valuation of Offshore Exploration and Production Equipment  
John Ray  

Paintings and Works on Paper: Conservation and Condition  
Rustin Levenson  
Susan Russick  

Fancy Colored Diamond Market Update  

The Great Metropolis: The Development of Chicago (continued)  
Mark Munizzo, ASA  
Lisa Musial, ASA  

The Compelling Use of Business Valuation Appraisals in Litigation  
John Sciaccotta  
Judge Mulroy  

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<td>2:00 - 2:30pm</td>
<td>Networking Break</td>
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| 2:30 - 3:30pm | **Applying Environmental, Social and Governance Standards to Valuations**  
John Buley  

Early Stage Valuation: A Fair Value Perspective  
Antonella Puca  

Hemp – How Does it Affect Your Discipline  

Valuing Process Plants: Tricks of the Trade  
Larry Perdue, ASA  

Trusts and Estates: Appraising for Trending Tax Strategies  

Mineral Appraisals  

Convergence of Disciplines: Hotel Appraisal  
Gary DeClark  

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| 4:00 - 5:30pm | **Rising Stars Happy Hour (invitation only)**  
John Buley  

Early Stage Valuation: A Fair Value Perspective  
Antonella Puca  

Hemp – How Does it Affect Your Discipline  

Valuing Process Plants: Tricks of the Trade  
Larry Perdue, ASA  

Trusts and Estates: Appraising for Trending Tax Strategies  

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Convergence of Disciplines: Hotel Appraisal  
Gary DeClark  

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**Network + Connect)**
## TUESDAY, OCTOBER 13

### BREAKFAST

- **NEW! Early Riser 5k Fun Run & Walk**
  - (optional event, additional fees apply)

### Early Riser Session (TBD)

- **Popularity: Pricing and Premiums**
  - Roger Ibbotson
- **Emerging Technologies: Lab Grown Diamonds in Semiconductors**
  - Vanessa Claiborne, ASA
- **What Is/Isn't a USPAP Compliant MTS Report**
  - R. Lee Robinet, ASA
- **Signs of Change: Recent Market Milestones in Modern Design**
  - Peter Jefferson
- **Emerging Technologies: Lab Grown Diamonds in Semiconductors**
- **Malpractice Defense & Insurance**
  - Larry Hoellwarth

### Change Break

### NETWORKING BREAK

### BUSINESS VALUATION LUNCH

- **The Good, Bad, and Ugly Truths About Valuing Convertible Debt**
  - Anthony Banks, ASA
  - Taylor Rosanova
- **FASB Update**
  - Joy Sy
- **Defensive Practices/Mock Trial (continued)**
  - Craig Capilla
  - Jeffrey Brend
  - Mark Munizzo, ASA
- **Research 2020: Sources, Best Practices, & International Considerations**
  - Ryan Kinahan, ASA
  - Raymond Moran, ASA
- **From Creation to Consumption: Fabrication Costs and Considerations**
  - Mike Baur
  - Eric Stephenson
- **Defensive Practices/Mock Trial (continued)**
  - Craig Capilla
  - Jeffrey Brend
  - Mark Munizzo, ASA
- **Defensive Practices/Mock Trial (continued)**
  - Craig Capilla
  - Jeffrey Brend
  - Mark Munizzo, ASA

### LUNCH ON OWN

- **Retro Jewelry**
- **Defensive Practices/Mock Trial (continued)**
  - Craig Capilla
  - Jeffrey Brend
  - Mark Munizzo, ASA
## 2020 ASA International Conference

### Agenda at a Glance

**Convergence of the Appraisal Disciplines**

**learn + connect**

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**CONFERENCE ADJOINS**

**WEDNESDAY, OCTOBER 14**

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<td>7:00 - 8:00am</td>
<td><strong>BUSINESS VALUATION 1</strong></td>
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<td>8:00 - 8:45am</td>
<td>How To Write A Bulletproof Expert Witness Report: Presented by SEAK</td>
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