## MONDAY, OCTOBER 12

<table>
<thead>
<tr>
<th>Time</th>
<th>SESSION</th>
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<tbody>
<tr>
<td>6:00 - 7:00am</td>
<td>Sunrise Yoga or Virtual 5k Fun Walk/Run</td>
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<td>8:00 - 8:30am</td>
<td>Introduction &amp; Opening Remarks</td>
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<td>8:30 - 9:30am</td>
<td><strong>KEYNOTE ADDRESS</strong></td>
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| 9:30 - 10:30am| Big Market Delusion  
Bradford Cornell                              |
| 9:30 - 10:30am| How to Market Your Professional Designation  
Barry Lebow                         |
| 9:30 - 10:30am| Modeling...Beyond the Math  
Douglas Krieger, ASA                  |
| 9:30 - 10:30am| The Gray Market: Valuing Unauthenticated Objects  
Megan Noh and Brian Brusokas         |
| 9:30 - 10:30am| CVD Diamond Ubiquity                                                 |
| 9:30 - 10:30am| Reviewing Economic Damages  
Robert Schlegel, FASA                |
| 10:30 - 10:50am| NETWORKING BREAK                                                        |
John Taylor, ASA and Yuka Itami, ASA |
| 10:50 - 11:50am| Why LEAP’s Provide Defensible Discounts for Lack of Marketability (DLOM’s)  
Brian Pearson, ASA                  |
| 10:50 - 11:50am| Gift and Estate Tax Appraisals: an Estate Planner’s Perspective  
Mel Justak                          |
| 10:50 - 11:50am| Cell Towers and Cellular Communications Equipment  
David Cole, ASA                      |
| 10:50 - 11:50am| Architectural Artifacts: Meaningful and Marketable  
Eric Nordstrom                      |
| 10:50 - 11:50am| Gem & Jewelry Collateral Audits                                     |
| 10:50 - 11:50am| Gift and Estate Tax Appraisals: an Estate Planner’s Perspective  
Mel Justak                          |
| 11:50 - 1:00pm| LUNCH                                                                  |
| 11:50 - 1:00pm| Potential Pitfalls of FCF Forecasting in the Terminal Period  
Joseph Thompson, ASA and David Neuall |
| 11:50 - 1:00pm| Estimating Long Term Growth Rates  
Ashok Abbatt and Roger Grabowski, FASA                              |
| 11:50 - 1:00pm| The Compelling Use of Business Valuation Appraisals in Litigation  
John Sciaccotta and Judge Mulroy                     |
| 11:50 - 1:00pm| Valuation of Offshore Exploration and Production Equipment  
John Ray                        |
| 11:50 - 1:00pm| Paintings and Works on Paper: Conservation and Condition Impacting Value  
Rustin Levenson and Susan Russick |
| 11:50 - 1:00pm| Fancy Colored Diamond Market Update                                   |
| 11:50 - 1:00pm| The Compelling Use of Business Valuation Appraisals in Litigation  
John Sciaccotta and Judge Mulroy                     |
| 1:50 - 2:10pm| NETWORKING BREAK                                                        |
| 2:10 - 3:10pm| Update on Valuation Cases in Delaware  
Gil Matthews                  |
| 2:10 - 3:10pm| Valuation Enforcement Cases – Securities and Exchange Commission and Internal Revenue Service  
Valuation Controversies  
Anthony Kelly and Natalie Heyer Keller |
| 2:10 - 3:10pm| Crypto Currency  
Tara Singh and Tylar St. John                                      |
| 2:10 - 3:10pm| All Wine Tanks are not Created Equal  
Jack Young, ASA                                            |
| 2:10 - 3:10pm| The Tiffany Ceiling: Taking on a Challenging Assignment  
Patricia Atwood, ASA                        |
| 2:10 - 3:10pm| Valuing Unusual Gemstones                                             |
| 2:10 - 3:10pm| Appraisal Review: Process vs Technical Knowledge  
Raymond Rath, ASA                           |
# Schedule At-A-Glance

**2020 ASA International Conference**  
**Convergence of the Appraisal Disciplines**

## Schedule Subject to Change

### 3:10 - 3:30pm
- **BUSINESS VALUATION 1**
  - Applying Environmental, Social and Governance Standards to Valuations  
    John Buley

### 3:30 - 5:00pm
- **MULTI-DISCIPLINE**
  - Early Stage Valuation: A Fair Value Perspective  
    Antonella Puca

### 3:30 - 6:00pm
- **MACHINERY & TECHNICAL SPECIALTIES**
  - ASC842: Accounting and Valuation Implications for FASB’s New Lease Guidance
    - Steve Hills
    - Troy Szopo, ASA

### 3:30 - 5:00pm
- **PERSONAL PROPERTY**
  - Valuing Process Plants: Tricks of the Trade
    - Larry Perdue, ASA
  - Trusts and Estates: Appraising for Trending Tax Strategies

### 3:30 - 5:00pm
- **GEMS & JEWELRY**
  - Emerging Technologies: Lab Grown Diamonds in Semiconductors
  - Convergence of Disciplines: Hotel Appraisal
    - Gary DeClark

### 5:00 - 6:00pm
- **APPRAISAL REVIEW & MANAGEMENT**
  - Virtual Happy Hour

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**TUESDAY, OCTOBER 13**

### 6:00 - 7:00am
- **APPRAISAL REVIEW & MANAGEMENT**
  - Sunrise Yoga or Virtual 5k Fun Walk/Run

### 6:00 - 7:00am
- **BUSINESS VALUATION 1**
  - Popularity: Pricing and Premiums
    - Roger Ibbotson

### 6:00 - 7:00am
- **BUSINESS VALUATION 2**
  - Hemp - How Does It Affect Your Discipline

### 6:00 - 7:00am
- **MULTI-DISCIPLINE**
  - Top 15 Glitches of Valuation Reports for ESOP Purposes
    - Hillary Hughes, ASA
    - Erin Hollis, ASA

### 6:00 - 7:00am
- **MACHINERY & TECH SPECIALTIES**
  - Defensive Practices/Mock Trial
    - Craig Capilla
    - Jeffrey Brend
    - Mark Munizzo, ASA

### 6:00 - 7:00am
- **PERSONAL PROPERTY**
  - Valuation of Cannabis Industry Equipment
    - Garrett Schwartz, ASA
    - Richard Gilmore, FASA

### 6:00 - 7:00am
- **GEMS & JEWELRY**
  - South Sea Pearls - Environmental Impact

### 6:00 - 7:00am
- **APPRAISAL REVIEW & MANAGEMENT**
  - Malpractice Defense & Insurance
    - Larry Hoellwarth

### 7:00 - 8:00am
- **BUSINESS VALUATION 1**
  - M&A and Valuations: Skilled Nursing and Assisted/Independent Living Facilities
    - Vanessa Claiborne, ASA

### 7:00 - 8:00am
- **BUSINESS VALUATION 2**
  - Signs of Change: Recent Market Milestones in Modern Design
    - Peter Jefferson

### 7:00 - 8:00am
- **MULTI-DISCIPLINE**
  - Signs of Change: Recent Market Milestones in Modern Design
    - Peter Jefferson

### 7:00 - 8:00am
- **MACHINERY & TECH SPECIALTIES**
  - Mineral Appraisals

### 7:00 - 8:00am
- **PERSONAL PROPERTY**
  - Signs of Change: Recent Market Milestones in Modern Design
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  - Top 15 Glitches of Valuation Reports for ESOP Purposes
    - Hillary Hughes, ASA
    - Erin Hollis, ASA

### 8:00 - 9:00am
- **BUSINESS VALUATION 2**
  - What Is/Isn’t a USPAP Compliant MTS Report
    - R. Lee Robinette, ASA

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  - Signs of Change: Recent Market Milestones in Modern Design
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    - Peter Jefferson

### 9:00 - 10:00am
- **BUSINESS VALUATION 1**
  - International Cost of Capital: Understanding and Quantifying Country Risk
    - James Harrington, ASA
    - Carla Nunes

### 9:00 - 10:00am
- **BUSINESS VALUATION 2**
  - Defensive Practices/Mock Trial
    - Craig Capilla
    - Jeffrey Brend
    - Mark Munizzo, ASA

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- **MULTI-DISCIPLINE**
  - Valuation Principles for Healthcare Facilities
    - Jack Beckwith, ASA

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### WEDNESDAY, OCTOBER 14

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| 8:00am - 4:00pm | How to Write a Bulletproof Report: Presented by SEAK  
Nadine Nassar Donovan, Esq.  
(additional fees apply) |