## Monday, October 12, 2020

### CONTENT SUBJECT TO CHANGE

All session times noted are U.S. Central Daylight Time

<table>
<thead>
<tr>
<th>Time</th>
<th>Multi-Discipline</th>
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<tbody>
<tr>
<td>8:00 - 9:30am</td>
<td><strong>Welcome, Opening Remarks &amp; Keynote Address</strong></td>
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<td><strong>Convergence of the Disciplines: Appraising in the New Normal</strong></td>
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<td><strong>Johnnie White</strong>, MBA, CAE, CMP, CEO/Executive Vice President</td>
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<td><strong>Douglas Krieser</strong>, ASA, FRICS, Managing Director</td>
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<td><strong>J.Mark Penny</strong>, ASA, BV/IA, ARM/BV, Managing Director</td>
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<td><strong>Randy Barcella</strong>, Real Estate Appraiser &amp; Radio &amp; TV Show Host</td>
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<td><strong>Roger Grabowski</strong>, FASA, Managing Director</td>
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Join this multi-discipline panel of ASA thought leaders and gain insight on how fellow experts have responded to the initial impacts of COVID-19, how they are managing business today and their expectations for the future.

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<tr>
<td>9:30 - 10:30am</td>
<td><strong>How to Market Your Professional Designation</strong></td>
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<td><strong>Barry Lebow</strong>, CEO</td>
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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.

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<tr>
<td>10:50 - 11:50am</td>
<td><strong>Gift and Estate Tax Appraisals: an Estate Planner’s Perspective</strong></td>
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<td><strong>Mel M. Justak</strong>, Partner</td>
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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.

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<tr>
<td>12:50 - 1:50pm</td>
<td><strong>The Compelling Use of Business Valuation Appraisals in Litigation</strong></td>
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<td><strong>John C. Sciaccotta</strong>, Attorney</td>
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<td><strong>Honorable Thomas R. Mulroy</strong>, Associate Judge, Circuit Court of Cook County</td>
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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.

2:10 - 3:10pm  
[Multi-Discipline]  
ASC842: Accounting and Valuation Implications for FASB’s New Lease Guidance  
Steve Hills, Managing Director, Technical Accounting Practice Leader | Stout Risius Ross, LLC  
Brendan Smith, Director – Valuation Advisory | Stout Risius Ross, LLC  
Troy Szopo, ASA, Director | Stout Risius Ross, LLC

On February 25, 2016 ASC 842 was added to the Financial Accounting Standards Board (FASB) Accounting Standards Codification (ASC). ASC 842 replaces ASC 840 and provides new lessee and lessor guidance for financial accounting and reporting. The new guidance took effect on January 1, 2019 for calendar year end public companies but was recently deferred for private companies. The new Standard significantly changes the accounting for leases, particularly for lessees, which are now required to record all leases in excess of 12 months on their balance sheet, reflected as a Right of Use asset and a liability based on the present value of future lease payments. This has broad implications for companies, including to EBITDA measures and debt covenants. In the valuation and accounting for both operating and finance leases appraisers and accountants will need to consider the future lease payments, lease term, lessee end of lease purchase options, renewal options, and implicit discount rate found in lease agreement or the incremental borrowing rate (IBR). In particular, determination of the IBR can present challenges for companies. Additionally, the valuation of leases in the context of a business combination (under ASC 805) is impacted by the adoption of ASC 842. For example, in the case of acquired leases in which the acquire is the lessee, ASC 805 now requires that leases be valued in accordance with ASC 842, with the exception that the ROU asset is adjusted for favorable or unfavorable terms relative to market.

3:30 - 5:00pm  
[Multi-Discipline]  
Convergence of Disciplines: Hotel Appraisal  
Gary K. DeClark, MAI, CRE, FRICS, R/W-AC, Senior Managing Director and Principal | Valbridge Property Advisors  
Andrew Ciocca, Managing Director | Valbridge Property Advisors  
Matt Lubawy, MIA, CVA, Managing Director | Valbridge Property Advisors

Hotel valuation involves many disciplines that interweave. This multi-discipline presentation covers the valuation of these various segments separately and collectively, including real estate, intangibles, business value, furniture/fixtures/equipment, and fine art.

Tuesday, October 13, 2020

8:00 - 9:00am  
[Multi-Discipline]  
Litigation in Valuation  
Jeffrey W. Brend, JD, CPA/ABV, ASA, CFE, CFF, AAML | Levin & Brend, P.C.  
Craig M. Capilla | Franklin Law Group  
Mark A. Munizzo, ASA, Principal | The Equity Network
Presented by commercial real estate adjunct professor Mark A. Munizzo, MS, MAI, CAE, ASA, RWAC, IFAS, CIAO and attorneys Craig Capilla and Jeffrey Brend, JD, CPA/ABV, ASA, CFE, CFF, AAML, this three-hour session will present theories of legal liability, statutes of limitation, and credibility as measured in the context of the assignment. The speakers will also detail procedures in court proceedings, defenses, and preparing for trial.

9:00 - 10:00am  [Multi-Discipline]
Litigation in Valuation
Jeffrey W. Brend, JD, CPA/ABV, ASA, CFE, CFF, AAML | Levin & Brend, P.C.
Craig M. Capilla | Franklin Law Group
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10:20 - 11:20am  [Multi-Discipline]
Litigation in Valuation
Jeffrey W. Brend, JD, CPA/ABV, ASA, CFE, CFF, AAML | Levin & Brend, P.C.
Craig M. Capilla | Franklin Law Group
Mark A. Munizzo, ASA, Principal | The Equity Network

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12:20 - 1:20pm  [Multi-Discipline]
Malpractice Defense & Insurance
Larry Hoellwarth, Member | Karbal, Cohen, Economou, Silk & Dunne, LLC

Appraisers, both as professional appraisers advising clients and in performing professional appraisals, and as expert witnesses, generally feel invulnerable to malpractice claims. While such are rare, and there are significant legal/statutory defenses to liability as expert witnesses, such claims do occur. In an economic downturn such as the 2008 recession, appraisers become the targets of thousands of lawsuits across the United States. This presentation presents exemplars of such malpractice lawsuits against appraisers; identifies the nature of these claims when made; and identifies strategies for preventing or minimizing malpractice claims. The presenter has extensive experience addressing insurance coverage for these claims on behalf of domestic and London insurers. He will explain the types of coverage, limitations of coverage, and factors to consider in procuring E&O coverage.

1:40 - 2:40pm  [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 than you ever expected!

2:40 – 3:40pm
[Appraisal Review & Management]
Advisory Opinion 20: Opinion of Value
Joel D. Gonia, ASA - ARM & MTS/M&E, Senior Review Appraiser | KATS M & E, LLC

[Multi-Discipline]
IRS Panel Discussion
Sharyn Fisk, Director | Office of Professional Responsibility -
Cheryl Teifer, Director of Field Operations Engineering /LB&I
Brendan O’Dell, Senior Advisor, Promoter Investigation Coordinator
John Russell, Sr. Dir. of Gov’t Relations and Business Dev. | American Society of Appraisers