Monday, October 12, 2020

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
<th>Topic</th>
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<tbody>
<tr>
<td>8:00 - 8:30am</td>
<td>Welcome &amp; Opening Remarks</td>
<td>Johnnie White</td>
<td>Multi-Discipline: Welcome &amp; Opening Remarks</td>
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<tr>
<td>8:30 - 9:30am</td>
<td>Keynote Address</td>
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<td>Multi-Discipline: Keynote Address</td>
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<td>9:35 - 10:35am</td>
<td>Modeling...Beyond the Math</td>
<td>Douglas Krieser</td>
<td>Machinery &amp; Technical Specialties: Modeling...Beyond the Math</td>
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<td>Most MTS appraisers know how to put together a valuation model, but</td>
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<td>without market derived inputs, the model is simply a mathematical</td>
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<td>exercise. This presentation will outline several tools which the</td>
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<td>appraiser can utilize in order to bring market-based inputs into the</td>
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<td>model in order to produce more credible results and bring more value</td>
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<td>to their clients. Learning objectives include: understanding the limits</td>
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<td>of an spreadsheet or database cost approach model; identifying</td>
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<td>various market-based techniques and how they apply; and how to</td>
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<td>integrate real life market based data into cost models. This will</td>
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<td>be interactive. Please bring a laptop or other device capable of</td>
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<td>using Excel!</td>
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<td>11:00am - 12:00pm</td>
<td>How to Market Your Professional Designation</td>
<td>Barry Lebow</td>
<td>Multi-Discipline: How to Market Your Professional Designation</td>
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<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</td>
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<td>business, it is how you use it and how you market yourself. How to</td>
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<td>reach other professionals who will 1) give you continued volume</td>
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<td>business over your career and 2) greatly increase your fees.</td>
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<td>11:00am - 12:00pm</td>
<td>Cell Towers and Cellular Communications Equipment</td>
<td>David H. Cole</td>
<td>Machinery &amp; Technical Specialties: Cell Towers and Cellular</td>
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<td>Communications Equipment</td>
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<td>Cole H. Cole, ASA, President</td>
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<td>This session will provide participants with an understanding of</td>
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<td>cellular communications technology, identification of types of cellular</td>
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<td>equipment and a discussion of valuation techniques related to the</td>
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<td>valuation of cellular towers - get ready for the income approach.</td>
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Gift and Estate Tax Appraisals: an Estate Planner’s Perspective  
*Mel M. Justak*, Partner | Reed Smith LLP

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.

1:00 - 2:00pm  
[Machinery & Technical Specialties]  
Valuation of Offshore Exploration and Production Equipment  
*John Ray*, Senior Vice President | BVA Group

This session will provide a basic introduction to exploration and production equipment and provide insight into offshore economics and market dynamics. Valuation examples will be provided including: drilling rigs - cost (market and income approaches); production platforms (cost approach); and oilfield services equipment (market approach).

2:30 - 3:30pm  
[Machinery & Technical Specialties]  
All Wine Tanks are not Created Equal  
*Jack Young*, ASA-ARM/MTS, CPA, President/CEO | NorCal Valuation, Inc.

Wine tanks are the heart and soul of any winery operation and values are not always obvious. This presentation discusses the many factors of wine tank value and valuation, starting with a brief summary of the winemaking process and how that process influences tank requirements. We’ll consider the “ideal” wine tank and what that means, the main factors to consider when valuing wine tanks, and how wine tank configurations can result in functional obsolescence in legacy wineries. The presentation will conclude with a review of an appraisal that, failing to consider the unique characteristics of the subject wine tanks, applied the cost approach in a rote manner that resulted in a misleading opinion of value.

4:00 - 5:30pm  
[Machinery & Technical Specialties]  
Valuing Process Plants: Tricks of the Trade  
*Larry L. Perdue*, ASA, M.V.S., Executive Director | Asset Appraisal Corporation

This session will focus on the distinctive elements of processing plant appraisals. The presenter will offer guidelines on how best to prepare for this type appraisal, plant inspection techniques and getting the most out of plant personnel to expedite the appraisal process. Included will be a case study considering all three approaches to value.
Tuesday, October 13, 2020

8:00 - 9:00am
[Machinery & Technical Specialties]
What Is/Isn’t a USPAP Compliant MTS Report
R. Lee Robinette, ASA, President | Collateral Evaluation Associates, Inc.

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

9:05 - 10:05am
[Machinery & Technical Specialties]
Appraisal of Cannabis Industry Equipment
Garrett Schwartz, ASA, CEA, Senior Equipment Appraiser | Sencer Appraisal Associates
Richard W. Gilmore, FASA, Senior Vice President | AgVisory

This session will discuss the different types of appraisals needed in the burgeoning cannabis industry and the various types of equipment that an appraiser can expect to encounter on such an assignment.

[Multi-Discipline]
Defensive Practices / Mock Trial
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

10:30am - 12:00pm
[Machinery & Technical Specialties]
Valuation Principles for Healthcare Facilities
Jack Beckwith, ASA, President | EAGI

Presentation provides a review of the three approaches of value with the due diligence needed to explore the proper methodology to analyze specific assets found in the healthcare industry. We will discuss where these assets are located, what tasks they perform, and why they are important for the operation and the end user.

[Multi-Discipline]
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
[Machinery & Technical Specialties]
Research 2020: Sources, Best Practices, & International Considerations
Ryan Kinahan, ASA, CPA, Managing Director | RK Valuation Advisory
Raymond Moran, ASA, MRICS, CEO | MG Valuation, LLC
The session will focus on cost and market sources, regional and industry considerations, international factors, econometric data, indices, exchange rates, and industry specific macro metrics. We will also reference prior research presentations which further delve into research-related topics such as the benefits of interviewing industry experts, pitfalls of internet only research, various unpaid and paid resources, and similar themes.

[Multi-Discipline]
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

[Machinery & Technical Specialties]
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!

3:35 - 4:35pm

[Machinery & Technical Specialties]
Roundtable Market Sessions

[Multi-Discipline]
Advisory Opinion 20: Opinion of Value
*Joel D. Gonia*, ASA - ARM & MTS/M&E, Senior Review Appraiser | KATS M & E, LLC