Monday, October 25, 2021

**CONTENT SUBJECT TO CHANGE**
*All session times noted are U.S. Pacific Time*

**8:00 - 8:30am**

**[Multi-Discipline]**  
**Welcome & Opening Remarks**  
*Johnnie White*, MBA, CAE, CMP | CEO/Executive Vice President | American Society of Appraisers  
*Lorrie Beaumont*, ASA | President | LB Appraisal Associates

**8:00 - 9:30am**

**[Multi-Discipline]**  
**Keynote Address**  
**Mastering Self-Discipline: A Thoughtful Approach Gets Better Results**  
*Brian Brinig*, ASA, JD, CPA | Managing Director | CBIZ MHM

In this enlightening keynote, learn the strategies and tactics of self-discipline in the context of an aligned personal achievement process, making the execution of necessary tasks much easier. Self-discipline is a life skill that can be readily learned when it is intelligently approached. It is more complicated—and easier—than merely forcing yourself to work harder. The exercise of self-discipline can be made easier by understanding the larger context of a personal achievement process. Considered in this framework, the daily exercise of self-discipline results in successfully achieving goals and experiencing the freedom and happiness created by your accomplishments. When you are comfortably moving toward your life vision, you experience a deep emotional satisfaction that is simply incomparable.

**9:30 – 10:30am**

**[Appraisal Review & Management]**  
**Mock Trial**  
*Jeffrey W. Brend*, ASA, CPA/ABV, CFE, CFF, AAML | Attorney at Law | Levin & Brend, P.C.  
*Craig M. Capilla*, Attorney | Franklin, Greenswag, Channon & Capilla, LLC  
*Mark A. Munizzo*, ASA, President | Equity Network  
*Genice Lee*, ASA | President | Harvest Estate and Appraisal Services LLC  
*Meighan Harmon* | Managing Partner | Schiller Ducanto & Fleck  
*Teri Brossmer*, ASA | Gem Appraisals Unlimited

**11:00am – 12:00pm**

**[Appraisal Review & Management]**  
**Mock Trial**  
*Continuation of session.*
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<td>1:00 – 2:00pm</td>
<td><strong>Mock Trial</strong>&lt;br&gt;Continuation of session.</td>
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<td>2:00 – 3:00pm</td>
<td><strong>[Appraisal Review &amp; Management]</strong>&lt;br&gt;Trends in Real Estate Centered Businesses &amp; Going Concern Properties&lt;br&gt;<strong>Robert Schlegel</strong>, FASA</td>
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<td>3:00 – 3:30pm</td>
<td><strong>[Multi-Discipline]</strong>&lt;br&gt;Pros and Cons: Rollover Equity, Sellers Note or Earnout?&lt;br&gt;<strong>Jonathan Tang</strong>, ASA, CFA</td>
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<td>4:00 - 5:00pm</td>
<td><strong>[Appraisal Review &amp; Management]</strong>&lt;br&gt;Competing Appraisals in Litigation&lt;br&gt;<strong>Edward Kainen</strong>, Esq.</td>
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<td><strong>[Multi-Discipline]</strong>&lt;br&gt;Business Valuation 101&lt;br&gt;<strong>Carla Glass</strong>, FASA, CFA</td>
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<td>[Appraisal Review &amp; Management] Cannabis: Business Valuation and Real Estate Appraisal</td>
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<td>10:30 - 11:00am</td>
<td>[Appraisal Review &amp; Management] Cannabis: Business Valuation and Real Estate Appraisal</td>
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<td>11:00am - 12:00pm</td>
<td>[Appraisal Review &amp; Management] How About a New ARM?</td>
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<td>1:00 - 2:00pm</td>
<td>[Appraisal Review &amp; Management] How are the Standard of Value, Premise of Value and Methodology Impacted by the Intended Use</td>
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Valuing Cannabis 2.0

Ronald Seigneur, ASA | Managing Partner | Seigneur Gustafson LLP
Nicholas Parseghian, ASA | Director | Marcum LLP

This session will focus on the unique aspects of valuing cannabis businesses and related intellectual property, including license rights. Emphasis will be placed on the use of the market and income approaches to value, including a deep dive into the use of the discounted cash flow method and how to analyze and support unsystematic risk premia in an industry that is significantly challenged with risk. The use of a market approach to value and sources of data will be included with working examples of both income and market based methods. Sources of industry data will also be provided.

2:30 – 3:30pm

Five Recent Appraisal Professional Liability Claims
Peter Christensen | Attorney | Christensen Law Firm - Valuation Legal

Five recent lawsuits -- all filed during the Covid-19 pandemic -- against appraisers of differing disciplines will serve as the backdrop for this presentation. Key takeaways for liability prevention will be distilled from each negligence or other liability claim.

3:30 – 4:30pm

Risk Management - Insurance & Engagement Letters
Sheri Thome, Esq. | Regional Managing Partner | Wilson, Elser, Moskowitz, Edelman & Dicker LLP

Learn how to protect yourself from risk before you begin work. We will discuss how to structure an engagement letter to best protect you, what to look for when purchasing insurance, and what you need to know when you actually have to use it.