



Machinery & Technical Specialties Session Schedule



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

[Machinery & Technical Specialties]

What's Hot/ What's Not in Equipment Leasing and Finance for 2021

[Carl Chrappa](#), ASA, MRICS, IFA | Senior Managing Director - Asset Management Practice
The Alta Group, LLC

This presentation will address the findings of the 2021 What's Hot/ What's Not in Equipment Leasing and Finance survey of equipment managers. The survey deals with 15 equipment types, and will address issues related to current market conditions, residual values, outlooks and equipment ratings. It will also contain an economic overview in order to set the context for the various outlooks.

[Multi-Discipline]

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

[Machinery & Technical Specialties]

Extrusion Industry Equipment

[Kenneth M. Heyse](#), ASA | Managing Director - Extrusion and Converting | Plastics One Asset Advisors, LLC
Gary K. Anderson | Managing Partner - Extrusion and Converting | Plastics One Asset Advisors, LLC

[Multi-Discipline]

Mock Trial

Continuation of session.

1:00 – 2:00pm

[Machinery & Technical Specialties]

What to Look for When Appraising Printing Assets

[Joseph Koravos](#) | President | North East Printing Machinery

What are the different printing processes and which ones are growing and which are declining? Perils of appraising digital assets. Where is the industry going? What is important to identify when listing these assets?

[Multi-Discipline]

Mock Trial

Continuation of session.

2:00 – 3:00pm

[Machinery & Technical Specialties]

Growing Your Appraisal Business

[Joseph Santora](#), ASA | President | Irontrax

Want to grow your appraisal practice? Of course, you do, but how? This session will give you the tools to take your business to the next level.

[Multi-Discipline]

Pros and Cons: Rollover Equity, Sellers Note or Earnout?

[Jonathan Tang](#), ASA, CFA | Managing Director | Empire Valuation Consultants

3:00 - 3:30pm

[Machinery & Technical Specialties]

What's Behind Your Curtain #3? - A Conversation About Compliance with The USPAP Scope of Work Rule and Standards 7&8

[Paul R. Cogley, Jr.](#), ASA | SVP (Retired) | Bank of America Leasing & Capital

The Scope of Work Rule Disclosure Obligation says "The report must contain sufficient information to allow the client and other intended users to understand the scope of work performed. The information disclosed must be appropriate for the intended use of the assignment results". Are you sure that your reports satisfy that requirement?

3:00 – 3:30pm

[Multi-Discipline]

Problematic Issues in Review Reports

[Melanie Modica](#), ASA | Modica Fine Art LLC

Safeguard review reports from issues that are often unknowingly created. Appraisal reviews are written in compliance with the standard of care for ASA reviewers, and should not contain issues themselves. Appraisal reviews should be clear of confusing content, so intended users understand them. Learn of common review report issues and how to eliminate frequent errors that mislead, confuse, or implicate reviewers.

4:00 - 5:00pm

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Pulp & Paper - A Case Study on ACV

[Asher Cohen](#), ASA | Managing Director, Industrial Valuation Group | Suncorp Valuations
[Joshua Abbey](#), ASA | Director | Suncorp Valuations

Introduction and overview of the pulp and paper industry concentrating on the major components, markets and indices. Presenting a case study on the advantages, disadvantages and pitfalls of using ACV values.

[Multi-Discipline]

Business Valuation 101

[Carla Glass](#), FASA, CFA | Managing Director | Marcum LLP
[Marissa Pepe Turrell](#), ASA, CVA | Director | Marcum LLP

In this session we will discuss the basic foundation, fundamentals and variables that would be considered in the valuation of any private company. Learn more about the basic concepts that need to be addressed in scoping a valuation engagement; recognizing the methods typically utilized to value a business or ownership interest and understanding their basic application; identifying normalizing adjustments and assess their impact on value; and reconciling values derived from multiple valuation approaches.

Tuesday, October 26, 2021

8:00 - 9:00am

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The Pandemic and Its Valuation Impacts on Food Processing and Service Equipment

[Joseph Joyce](#), ASA | Chief Financial Officer | Harry Davis and Company

The COVID-19 19 pandemic has created havoc for the food service industry. A record number of food service providers have ceased operations or filed for bankruptcy. This presentation will discuss the impact these closures have on food service equipment valuations.

[Multi-Discipline]

Cannabis: Business Valuation and Real Estate Appraisal

[Vanita Spaulding](#), CFA, ASA, MBA | Partner - Valuation, Cannabis Practice Leader | SingerLewak

How do you value a cannabis business when it is Federally Illegal, but legal in some form in most states? How do you value the real estate that these businesses own or rent? Even if you're just intrigued to learn something more about cannabis, you should listen in on our presentation.

9:00 - 10:00am

[Machinery & Technical Specialties]

Demystifying Insurance Appraisals

[Austin Engelhardt](#), ASA, CPCU | President | AAE Consulting Group

Join us for a discussion on the importance of property insurance data/valuation and overview of typical appraisal scope, methodology, and risks involved with over and under-insuring property assets - No crystal ball required.

[Multi-Discipline]

Cannabis: Business Valuation and Real Estate Appraisal

Continuation of previous session.

10:30am - 11:00am

[Machinery & Technical Specialties]

USPAP Analysis Requirements for Desktop appraisals, Oral Reports, and Restricted Appraisal Reports

[R. Lee Robinette](#), ASA | President | Collateral Evaluation Associates, Inc.

This session will focus on the USPAP requirements when an appraiser does not inspect the subject property and how to meet those requirements. USPAP requirements when the final product is something other than an Appraisal Report will also be reviewed.

[Multi-Discipline]

Cannabis: Business Valuation and Real Estate Appraisal

Continuation of previous session.

11:00am - 12:00pm

[Machinery & Technical Specialties]

The Growing Market for Used Cannabis Equipment

A presentation about the growing trends in the Cannabis Industry and how that has played out for Appraisers and Auctioneers alike.

1:00 - 2:00pm

[Machinery & Technical Specialties]

High Tech Assets - A Practical Guide for No/Low Tech Appraisers

[Alex Steele](#), ASA | President | AR International, LLC

Alex Steele, ASA, is President of AR International, LLC. Mr. Steele has been a designated ASA member for over 30 years and has served as President of the San Francisco Bay Area Chapter. Alex's has an extensive background in the appraisal and liquidation of assets ranging from complex high technology to process machinery and inventories. His work is recognized by major financial institutions across the country and internationally. Alex has also qualified as an expert in state and federal courts in California and Colorado as well as in numerous counties for Ad Valorem Assessment Appeals.

[Multi-Discipline]

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

[Machinery & Technical Specialties]

Emerging Technology Trends in Agricultural Equipment

[Anthony Gordon](#), ASA | Manager of Asset Management & Remarketing | Farm Credit Leasing

The presentation will review emerging agricultural equipment technology and the potential value impact on assets that may be displaced by more functionally advanced equipment.

[Multi-Discipline]

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

[Machinery & Technical Specialties]

Drone and Digital Surveys for Equipment Appraisals

Harry Ward, AM | President/Owner | DLS Marine

This presentation focuses on the latest developments in drone and digital imagery and image analysis for use in equipment appraisal. DLS Marine has been pioneering digital techniques for the past several years and now find it indispensable in their appraisal practice.

[Multi-Discipline]

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.