

Sunday, September 11, 2022

*CONTENT SUBJECT TO CHANGE*

*All session times noted are U.S. Eastern Time*

8:00 - 8:30am

**Welcome & Opening Remarks**

[Johnnie White](#), MBA, CAE, CMP | CEO/Executive Vice President | American Society of Appraisers  
Richard Berkemeier, ASA | Pegasus Aircraft Appraisal Group

8:00 - 9:30am

**Keynote Address: The Status and Outlook for the U.S. Economy**

[LaVaughn M. Henry](#), PhD, CBE  
former Senior Economist for the Council of Economic Advisers in the Executive Office of the President (the White House), and the Senior Regional Officer and Vice President for the Federal Reserve Branch in Cincinnati

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.

9:35 – 10:35am

**[Machinery & Technical Specialties]**

**Considering Installation and Decommissioning Costs when Evaluating Equipment**

[Alec Story](#), ASA | VP | Perfection Global LLC

Alec will be presenting about the costs to install and dismantle machinery correctly and the relation that has on the market value of said pieces of equipment. From Presses to Automated Conveyor to CNC machines, considerations need to be made regarding the installation processes and the removal processes when considering values especially in place or offered for liquidation.

**[ARM/Multi-Discipline]**

**An Introduction to Digital Assets: Use Cases and Value Accrual**

[Tara Singh](#), CPA, CBV, CFE | Managing Director | FTI Consulting  
[Anastis Anastasiou](#), MBA | Director | FTI Consulting

The presentation is designed to provide an overview of the various categories of digital assets, as defined by their specific use cases. Building on these fundamentals, the

presentation will explore the process by which these digital assets accrue value through the use cases they instantiate, as well as the perceived mindshare they capture among market participants. Finally, the presentation will provide an overview of some of the basic methodologies utilized in the “tokenomic” design of digital assets, with a focus on the capture of value.

11:00am – 12:00pm

**[Machinery & Technical Specialties]**  
**COVID and the Corporate Jet Market**

[Anna Kopinski](#) | Senior Associate - Asset Valuations | mba Aviation

While all other sectors of aviation have had a very hard time of it in the pandemic era, two segments, cargo aircraft and VIP aircraft had fantastic markets from late-2020 until now. Let's take a look at the latter market and see what such a seller's market tells us about Fair Market Values. Are these aircraft investments? Or depreciating assets? As arguably some of the most expensive equipment one can buy, aircraft have constantly evolving markets that make the appraiser work hard.

**[ARM/Multi-Discipline]**

**Appraisals in the Courtroom - From A Judge's Perspective**

[Robert Kelley, Jr.](#) | Shareholder | Hill Ward Henderson

The Honorable Darren D. Farfante | Hillsborough County (Florida) Circuit Court

1:00 – 2:00pm

**[Machinery & Technical Specialties]**

**The External Appraisal's Role in Equipment Finance**

[Paul Cogley](#), ASA | SVP (retired) Bank of America Leasing & Capital

The presentation highlights the equipment finance organization's inner structures with particular focus on the equipment management/ appraisal group. We will review valuation applications to new business development, portfolio management, end of term as well as audit and regulatory demands. By understanding the new operations and needs of equipment managers, appraisers can better develop and serve their equipment finance clients.

**[ARM/Multi-Discipline]**

**Applying USPAP in an Appraisal Review Assignment**

[Barry J. Shea](#), ASA, IFA, ARM | Real Property Appraiser | Barry Shea and Associates

This program will address how and when USPAP applies in appraisal review assignments. It will include a brief review of the key applicable USPAP definitions and go on from there to address scope of work, report formats, and competency in various scenarios applicable to various disciplines, property types, and assignment types.

2:05 – 3:35pm

**[Machinery & Technical Specialties]**

**Purchase Price Allocation – The Industrial Appraiser's Role**

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

[Joshua Abbey](#), ASA | Director | Suncorp Valuations

Purchase Price Allocation (PPA) is a practice in which an acquirer allocates the purchase price into the assets and liabilities of the target company acquired in the transaction. This presentation will demonstrate all the steps required to perform a PPA including

tangible, intangible, real and personal properties. The presentation will concentrate on the industrial appraiser's responsibilities for the tangible non real assets. Topics to be covered may be: US GAAP vs IFRS, cautions in using supplied fixed assets, inspection procedures, equipment lives, inclusions exclusions, write downs limitations, etc.

**[ARM/Multi-Discipline]**

**Bad Trial Testimony-Avoiding the Chasm Below the Bridge of Death**

[Edward Kainen](#) | Senior and Managing Partner | Kainen Law Group

This will be a presentation, using actual trial testimony, which will illustrate major pitfalls by testifying witnesses that can single-handedly result in losing a case and sacrificing the testifying expert's credibility. The course will focus on keys for report preparation, necessary preparation for trial, recognizing traps while testifying, ""reading the room"" at trial, and maintaining credibility with the Court.

**4:00 - 5:00pm**

**[Machinery & Technical Specialties]**

**A False Dichotomy: Why Data Analytics Can't Replace Human Intuition in the Appraisal & Auction Professions**

[Randa Doleh](#), ASA | Director of Business Systems & Analytics/Senior Appraiser, MBA, ASA | SIGMA Group/SIGMA Appraisal

[Jay Rivera](#) | SIGMA Auction Division Lead/Senior Account Manager | SIGMA Group/SIGMA Auction

The role that data analytics/Big data plays within the appraisal and auction professions, specifically, why those professions can't be easily "replaced" by an algorithm from a predictive pricing perspective across different selling markets.

**[ARM/Multi-Discipline]**

**CRAC Can Save Your Life!....Professional Life, That Is!**

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

Find out how the simple, clear, concise structure of CRAC methodology can safeguard your career against deadly defamation, brutal bias, and perilous partiality. Join appraisal review colleagues and meet new colleagues-to-be in this important appraisal review report writing tutorial. Don't go your own way and find yourself free fallin' under pressure...Come save your written words from going off the rails on a crazy train.

**Monday, September 12, 2022**

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

**[Machinery & Technical Specialties]**

**Biofuel Plants and Equipment**

[Terry Podgorski](#), ASA | Owner, Sr. Appraiser | Machinery Valuation specialists, LLC

This session will explore how biofuels, biodiesel and ethanol, are made, including a discussion of typical biofuel plants and the typical equipment found in biofuel plants.

**[ARM/Multi-Discipline]**

[Michael Gregory](#), ASA | Founder/Owner | Michael Gregory Consulting, LLC

This session will focus on business valuation experts in various forms of alternative dispute resolution with an emphasis on mediation. Experts can be highly effective and powerful in helping to resolve issues if you are properly prepared, and your mediator in mediation has knowledge, expertise, and experience in this area and mediation. This session will provide you with what you need to consider with the application of alternative dispute resolution in general and in mediation in particular.

**9:05 - 10:05am**

**[Machinery & Technical Specialties]**

**Economic Obsolescence – Inutility and Beyond**

[Douglas R. Krieser](#), ASA FRICS | Managing Director | Valcon Partners, LTD

Economic Obsolescence (EO) is typically the most difficult form of depreciation to quantify. It is also the most variable and volatile type of depreciation. In this session we will go over what EO is, various ways to account for it, and some traps or issues to avoid when applying the various techniques.

**[ARM/Multi-Discipline]**

**Marina Appraisals**

[Matthew Kaufman](#), ASA ARM-MTS | President | Spearhead Valuation Group

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

[Mike Pratt](#), ASA | Director of Education Services | Palm Beach County Property Appraiser

[Mike Hill](#), FASA | Partner | Weaver & Tidwell LLP

[Pamela Bensoussan](#), ASA, ARM | Owner | Bensoussan & Associates

Join the appraisal manager as a team is assembled for a multidiscipline assignment, and coordinated to the point of report completion. Large appraisal assignments require the hiring of appraisal professionals in multiple disciplines, multiple specialties, and the oversight of the entire appraisal process—from interviews, to scope of work, and much more. Witness a mock experience of the appraisal management process and consider becoming an appraisal team manager.

**10:30am - 12:00pm**

**[Machinery & Technical Specialties]**

**Once Upon a Time: Telling the Appraisal Story**

[Jack Young](#), ASA, CPA | Owner | NorCal Valuation

In our modern-day world with emails, text and phones that follow us around everywhere, attention is hard to capture and even harder to hold. Stories, it turns out, are harder to ignore than mere facts. Storytelling principles transform information into attention-grabbing narrative. This presentation will focus on using basic story telling techniques to grab and hold the reader's attention while enhancing the persuasiveness appraisal reports. Key topics cover will be: what is it that makes a story, using the basic story structure, how to use conflict and challenges to keep the reader reading the report.

**[ARM/Multi-Discipline]**

**Marina Appraisals (cont.)**

[Matthew Kaufman](#), ASA ARM-MTS | President | Spearhead Valuation Group

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

[Mike Pratt](#), ASA | Director of Education Services | Palm Beach County Property Appraiser

[Mike Hill](#), FASA | Partner | Weaver & Tidwell LLP

[Pamela Bensoussan](#), ASA, ARM | Owner | Bensoussan & Associates

*Continuation of previous session.*

**1:00 - 2:00pm**

**[Machinery & Technical Specialties]**

**Market Updates**

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

[Alec Story](#), ASA | VP | Perfection Global LLC

[Tomer Chen](#), ASA | Marine Consulting Engineer | Martin, Ottaway, Van Hemmen & Dolan, Inc.

**[ARM/Multi-Discipline]**

**Writing An Effective Rebuttal Report**

[Gary R. Trugman](#), CPA/ABV, FASA, MVS | President | Trugman Valuation Associates, Inc.

This presentation will provide the participants with a refresher on USPAP Standards 3 and 4 as well as how to prepare a strong rebuttal report that will be used in a litigation setting. The discussion is expected to include how to turn your affirmative report into a strong critique of the opposing side's report.

**2:30 – 3:30pm**

**[Machinery & Technical Specialties]**

**Valuation /RCN Estimate Wireless Carrier TPP**

[Gregory Popham](#) | Principal | CRED Cell Tower Valuation

Presentation on the undervaluation of TPP of wireless cell tower sites (antenna structure, compound improvements and carrier arrays). This equipment is consistently undervalued as much 380% to 400%. The presentation is twofold ... how to conduct field inspection to develop FMV (RCN estimates) and the preparation of asset listings for tax notice to taxpayers.

**[ARM/Multi-Discipline]**

**Getting Engaged: Setting the Boundaries for a Healthy Client Relationship**

[Kieran Wheeler](#) | Shareholder | Rapp & Krock, PC

This presentation will explore the legal and business considerations of common provisions in a client engagement letter, with a focus on enhancing the payment of fees, and limiting exposure to claims. It will include a discussion of frequently negotiated provisions such as arbitration clauses, indemnification, and liability caps, as well as some of the key components of the engagement process, from the “battle of the forms” to ensuring that the agreement is enforceable.

3:35 – 4:35pm

**[Machinery & Technical Specialties]**

**How to Survive an Audit Review**

[Michael R. Crismyre](#), ASA | Senior Director | RSM

Valuations used for financial reporting purposes are subject to review by the acquiring company's auditors. This session will provide insight and guidance regarding this review process.

**[ARM/Multi-Discipline]**

**What I Have Learned in Tax Court and IRS Audits**

[Bruce Johnson](#), ASA | Managing Partner | Munroe, Park & Johnson, Inc

Over the past 28 years, Bruce A. Johnson, ASA has been involved in several landmark Tax Court cases and IRS Audits. Based on these experiences, this session will share how the IRS audit to Tax Court process works along with firsthand accounts detailing what Mr. Johnson learned along the way. The information will be presented in a case study format. The IRS challenges involved transfers of minority interests in family limited partnerships and operating companies. Mr. Johnson will share how the IRS responded, some tips to avoid IRS scrutiny and how to build a stronger appraisal report.

