



## Monday, September 16, 2024

*CONTENT SUBJECT TO CHANGE*

*All session times noted are U.S. Pacific Daylight Time*

**8:00 - 8:15am**

### **Welcome & Opening Remarks**

[G. Adrian Gonzalez, Jr.](#), ASA, MRICS | President | Adrian Gonzalez & Associates, P.A.

**8:15 - 9:15am**

### **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 Bank of Cleveland, Cincinnati Branch

In this enlightening keynote, Dr. Henry will discuss in detail the current state of the economic environment of the United States. Focus will be made on the current state and outlook for the U.S. GDP and production trends; consumer demand, market sentiment, and financial conditions; U.S. employment and unemployment trends; the outlook for U.S. inflation, and Federal Reserve Monetary Policy, and its implications for interest rates and selected credit markets.

**9:20am – 9:30am**

**[Real Property]  
Discipline Welcome**

**9:30 – 10:30am**

**[Real Property]  
The 'Hot' Words in Your Appraisal Report**  
Jason A. Tillema, ASA, SRA, AI-RRS, IFA | Appraiser | Access Valuation

**[ARM/Multi-Discipline]  
How Appraisers Get into Trouble (and How to Stay Out Of It)**  
[Steven F. Bauer](#), Esq. | Attorney and National Claims Counsel for Aspen American Insurance Company | Gaglione, Dolan & Kaplan APC

This program will discuss the most common types of complaints and claims issues facing appraisers today and provide tips for preventing or minimizing exposure to claims. It will also cover recent trends, including discrimination and bias complaints involving appraisers being investigated by federal and state fair housing agencies, etc.

11:00am – 12:30pm

**[Real Property]**

**Do's and Don'ts Regarding Eminent Domain**

Travis Avant, ASA | Certified General RE | Compass South Appraisals

This session will provide an in-depth look at understanding property rights, terms and valuation concepts. Learn more about the valuation of the easement right-of-way to include illustrations of working with eminent domain assignments.

**[ARM/Multi-Discipline]**

**Economic Obsolescence Across Disciplines**

[Lorrie Beaumont](#), FASA | Owner | LB Appraisal Associates, Inc.

[Chris Mellen](#), ASA, MCBA, CVA, ABAR, ICVS, CM&AA | Senior Managing Director | Valuation Research Corporation

[Joel D. Gonia](#), ASA - ARM & MTS / M& | Senior Review Appraiser | KATS Machinery & Equipment Appraisals, LLC

Economic Obsolescence – loss in asset value caused by external factors – impacts appraisals across all disciplines. This cross-discipline session will cover the impact of EO on business, intangible assets, machinery and technical, and real property appraisals. This panel presentation will compare and contrast factors that cause EO, applicability of EO, and measurement of EO from the perspective of each discipline.

1:30 – 2:30pm

**[Real Property]**

**Reconciliation - The Most Critical Part of the Appraisal Report**

Jeffrey Rauland, ASA, SRA, AI-RRS | Chief Appraiser | Consolidated Analytics

Appraisers are required to reconcile multiple approaches, opinions, and conclusions into a single set of opinions and conclusions. This session will explore how we can write a good reconciliation that clients will read and be delighted with. We will also explore the dreaded "purchase short" when the appraisal comes in below the purchase price.

**[ARM/Multi-Discipline]**

**Valuing the Future: AI's Revolutionary Impact on Appraisal**

[Scott DeMarco](#), MBA, CBA, CVA, CDFA, CPVA | CEO | Equitable Value LLC

The presentation explores the evolution of Artificial Intelligence (AI) and its profound expected effects on the field of business valuation. It delves into the fundamentals of AI, including its history, technological overview, and specific applications in business valuation calculations, research, and report writing. The presentation also addresses the challenges and ethical considerations of AI in this field, providing a well-rounded view of AI's role in shaping the future of business appraisal. Note: This description was drafted by AI, edited by a human, and proofread by AI.

2:35 – 3:35pm

**[Real Property]**

**UAD Redesign**

[Sean Murphy](#) | Credit Policy Risk Analytics Manager | Freddie Mac

Appraising Residential Real Estate since 1992, Sean Murphy manages the Freddie Mac team of appraisal experts in the redesign of the Uniform Residential Appraisal Report; a joint effort with Fannie Mae to update the Uniform Appraisal Dataset to reflect changes to the appraisal industry, address future appraisal needs, and facilitate ongoing

digitization in the appraisal process and the mortgage industry. Originally hired by Freddie Mac for the creation and design of the Loan Collateral Advisor; a web-based tool that analyzes appraisal reports and provides a view of appraisal quality and valuation risk. Prior to Freddie Mac, Sean supervised the calibration of the cost and market models for all residential real estate assessments for Fairfax County, Virginia's most populated county.

2:35 – 5:30pm

**[ARM/Multi-Discipline]**

**Expert Appraisers as Expert Witnesses: A Mock Trial Event**

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

[Terri Lastovka](#), ASA, CPA, JD, ARM | Owner | Valuation & Litigation Consulting, LLC

[Richard Conti](#), ASA, ARM | President, Senior Appraiser | Conti Appraisal Service

[Charles Dixon](#), ASA | President/Owner | CD Valuation Services, Inc.

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

[J. Mark Penny](#), FASA | Managing Director | Hempstead & Co LLC

[John Rake](#) | Managing Partner | Larkins Vacura Kayser LLP

Attendees from all disciplines are invited to witness appraisers and appraisal reviewers testifying in the hot seat! ASA appraisal professionals will swear under mock oath to testify in various mock lawsuits revolving around a fictional Oregon wildfire disaster, involving multiple disciplines. This extended ARM session will spotlight segments of unscripted testimony with real attorneys using real courtroom strategies. This mock trial session will highlight expert witness testimony based on real world assignments, involving various property types. Mediation, deposition, and courtroom testimony will be featured. This educational event is hosted by the Appraisal Review & Management Committee, which offers POV courses in appraisal review report writing, appraisal management, and litigation services. Plan to attend this mock— yet very realistic— unscripted afternoon....as court will be in session!

4:00 - 5:30pm

**[Real Property]**

**Appraisal Technology**

Grant Norling, MAI | co-founder, VP Client Experience | Valcre

This session will provide an overview of techniques and tools used today to solve the appraisal problem as well as prepare and deliver the appraisal report. It will offer a simulated commercial property presentation utilizing the techniques and tools that can be used out in the field to complete property inspections aiding in the development and preparation of an appraisal report. Technology as it affects appraisal production and problem-solving will be showcased while highlighting firsthand knowledge of what appraisers can do to improve the quality of their appraisals. We will also discuss the pitfalls associated with slow adoption and ways to improve the adoption process, which directly relates to recruiting new talent. Several tools available on the internet will be presented to help appraisers improve their use of modern, up-to-date information resources. Appraisal technology is changing fast. Learn to leverage technologies to save time and function as a team while working on your reports.

8:00 - 9:00am

**[Real Property]**

**Panel on IRS Valuation Issues**

Robert Schlegel, FASA, MCBA | Principal | Houlihan Valuation Advisors  
[Curtis R. Kimball](#), ASA, ARM (BV), CFA | President | Vinewood Investment Analytics Inc.  
[Mark Bovee](#), MAI, ASA, CVA | Lead Appraiser | Internal Revenue Service - Large Business International Division  
[Christopher Pavilonis](#), CPA (inactive), J.D., L.L.M. | Special Trial Attorney | IRS Office of Chief Counsel

This panel discussion will explore some of the recent tax court decisions involving appraisals of equity interests and other non-cash gifts. Standards for a qualified appraisal will be discussed, as well as situations where business appraisers need to incorporate appraisals from other disciplines.

9:05 - 10:05am

**[Real Property]**

**Bullet Proofing your Workfile**

Byron Miller, SRA, AI-RRS, RAA, MSSE | President | BM Appraisals

Appraisal work files are one of the most important components of an appraisal assignment. However, they are often overlooked and under documented. The majority of censures include penalties for a lack of or sub-standard work file. Appraisers in their haste to complete the assignment often overlook the importance of providing adequate documentation for their work file. If you are wondering how to dodge a bullet, then look no further! This session presents the essentials of providing a complete work file. Taught from the perspective of “boots on the ground” appraisers, this session presents items required by the Uniform Standards of Professional Appraisal Practice or USPAP as well as additional requirements mandated by state regulators. Benefit from a better understanding of USPAP and common state regulations, enabling you to adhere to the statute requirements and dodge a bullet when it comes to *your* work file.

**[ARM/Multi-Discipline]**

**AI, Ethics, and Valuation: Navigating Complex Terrain**

[Karen M. Lascelle](#), CPA, CVA, CFE | Managing Director | John G. Burk & Associates, CPAs, PC

Explore the intricate intersection of AI, ethics, and valuation in this compelling presentation. In navigating the realm of AI and valuation, avoiding ethical dilemmas requires a proactive approach. Key considerations include ensuring transparency in AI algorithms, addressing bias in data sources, prioritizing privacy protection, and fostering accountability in decision-making processes. By incorporating these principles, practitioners can mitigate ethical challenges and contribute to the responsible and fair application of AI in valuation practices.

10:30am - 12:00pm

**[Real Property]**

**Managing Complex Multi-Property Appraisal Assignments**

David Doering, ASA, IFA | President | Missouri Property Appraisal, Inc.  
Ernest Demba, FASA, FASA-ARM, MBA, MSE, PE (inactive) | Managing Member | Demba Valuation Services

This presentation will provide attendees with an understanding of the process for conducting and managing a complex appraisal assignment utilizing multiple appraiser competencies and coordinating multiple data input in the appraisal development process. It will present the developmental elements of an actual appraisal assignment to provide a measure of damages related to a diminution of value situation involving multiple residential and commercial properties impacted by the contamination. The presentation deals both with real property appraisal development and assignment communication as well as the appraisal management considerations relating to assignment management and coordination.

**[ARM/Multi-Discipline]**

**Mock Mediation: What Really Matters**

[Barry J. Cunningham](#), Ph.D., ASA, MAI, AI-GRS | CEO | Property Tax Research, LLC

As appraisers, we are sometimes drawn into hostile environments shrouded in cordial banter and usually, though not always, polite talk of the weather. All the while, you know deep down that it's a battle over your opinion versus someone else's. It's fluid and unpredictable. But there are some common denominators regarding process and people. Namely, conflict runs in stages. And personality traits are fairly consistent. This mock mediation is a fun and educational exercise involving volunteers from the class in it usually results in loud laughter.

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

**[Real Property]**

**A Deeper Look - Understanding the Effects of Appraisal Bias**

Carlo Batts, MAI | Principal | Rittenhouse Appraisals

This presentation will look at the core effects around appraisal diversity. Learn more about neighborhood trends in ownership and stabilization; redevelopment and gentrifications and how the lack of access to diverse appraisers changes the ability to purchase; and the impacts of small business growth and neighborhood commercial corridor stabilization.

**[ARM/Multi-Discipline]**

**How Testifying Experts Assist the Trier of Fact**

[Morris R. Borea](#) | Partner | McGivney Kluger Clark & Intoccia, P.C.

**2:30 – 3:30pm**

**[Real Property]**

**Appraisal Modernization: Changes to Embrace, Changes to Resist**

Craig Steinley, MAI, SRA, AI-GRS, AI-RRS | Principal | Steinley Real Estate Appraisals and Consulting

“Appraisal modernization” refers to efforts to improve the appraisal process through better use of technology. But for many appraisers, “modernization” is code for less reliance on appraisers and more reliance on data collectors and artificial intelligence. At the Appraisal Institute, we support modernization efforts that enhance the ethical standards of professional appraisers in maintaining the public trust by ensuring excellence in real property valuation. Some efforts referred to as “modernization” support the work of professional appraisers, requiring and showcasing their expert analysis and opinion of value based on data, whereas some do not, substituting lesser methods of arriving at values with far less validity. This is an important opportunity to

consider these two aspects of "modernization" and to take a stand on which trends are supportive of improvements in appraisal and will enhance the impact of the next generation of our profession, and which are deeply concerning, not just for the profession, but also for the public.

**[ARM/Multi-Discipline]**

**Strong ARM: Building your Skillset with ARM Training**

[Charles Dixon](#), ASA | President/Owner | CD Valuation Services, Inc.

[J. Mark Penny](#), ASA | Managing Director | Hempstead & Co LLC

What is ARM? In the 1980's, when the Appraisal Foundation was developing the first USPAP publication, they recognized the need for qualified appraisal reviews/appraisal reviewers and with common standards, just as USPAP Standards for other appraisal disciplines (RP, BV (intangible assets), Mass, PP. development and reporting). Standard 3 was developed and contained the requirements for review, development, and reporting all in the one Standard (3). Since then, Development and Reporting are their own separate Standards (3 and 4). ARM provides appropriate analyses development for logical reviews and demonstrates competent review writing skills for an understandable presentation, including protection against defamation. Appraisal Review can help you become a better appraiser, provide an additional income stream for your business, and supports the appraisal profession by increasing public trust in the profession.

**3:35 – 4:35pm**

**[ARM/Multi-Discipline]**

**Implicit Bias in Valuation**

[Michael A. Gregory](#), ASA, CVA, Qualified Mediator with the MN Supreme Court | Founder |

Michael Gregory Consulting, LLC

Mike will provide information from various sources related to bias and unconscious bias. Ideas will be presented on how we as individuals and as organizations can take steps to overcome bias. A deeper dive is offered into how we as appraisers can address bias and prejudice in Valuation. As appraisers we can reduce bias by paying attention, having a clear intention to address bias, and take specific actions to reduce bias. These elements are being offered for your consideration for you to be proactive in this area in the future.

**3:35 – 5:00pm**

**[Real Property]**

**The AI Revolution - Why it Matters to Appraisers & Application Strategies**

[Greg Endicott](#), ASA, CPA/ABV, CEIV | Managing Director, Strategic Value Group, LLC | President, Valuevision, Inc.

[Kevin Couillard](#), ASA, CFA | Executive Director | FairValue Advisors, LLC

[Andrew Couillard](#) | Senior Business Analyst | FairValue Advisors, LLC

Since the introduction of ChatGPT, generative AI is at the forefront of the news. What will be the impact of this technology on the appraisal profession and how can it be utilized in the performance of valuation work? This session will review the foundations of Artificial Intelligence (AI) and the prospective impact on our profession. It will introduce a conceptual framework to assess AI capabilities and limitations and discuss real world use cases and examples. Armed with this knowledge, participants will be prepared for the future of generative AI.

[Register Now!](#)