



## Monday, October 20, 2025

*CONTENT SUBJECT TO CHANGE*

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

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

### **Welcome & Opening Remarks**

[Guillermo Ortiz de Zarate](#) | Chief Executive Officer | ASA

[William Engel](#), ASA | President | Strategic Asset Management

**8:15 - 9:00am**

### **Keynote Address: Connecting Across Generations**

[Scott Zimmer](#) | Generational Expert & Keynote Speaker

Today's workplace brings together as many as five generations, each shaped by distinct experiences and expectations. In this engaging and informative session, keynote speaker Scott Zimmer draws on nearly two decades of research into generational trends to help audiences understand these differences and learn how to bridge them. Through a blend of storytelling, data, and practical strategies, Scott equips teams to communicate more effectively, reduce friction, and collaborate with greater purpose. Attendees will gain a clear understanding of generational values, insight into common challenges, and actionable tips for enhancing communication, engagement, and teamwork—making this session a practical guide to working better together across every age and stage.

**9:05am – 9:15am**

### **[ARM/Multi-Discipline] Discipline Welcome**

**9:15 – 10:15am**

### **[ARM/Multi-Discipline] Valuation In Bankruptcy**

[Robert B. Morrison](#), FASA, BV/IA

Hon. Lori V. Vaughan | U.S. Bankruptcy Judge | U.S. Bankruptcy Court for the Middle District of Florida

Mr. Morrison will be joined by the Hon. Lori Vaughan (U.S. Bankruptcy Court, Middle District of Florida) in a discussion of how and when valuation issues arise in bankruptcy proceedings. The discussion will include the ins and outs of practicing in the bankruptcy arena, the nuances of value in bankruptcy matters, and insight from Judge Vaughan regarding the value (pun intended) of credible, well-reasoned expert opinions on value.

**10:35am – 12:05pm**

### **[ARM/Multi-Discipline]**

### **When Disciplines Converge: Avoiding Issues in a Complex Multi-Discipline Engagement**

[Jeffrey S. Tarbell](#), ASA, CFA | Director | Houlihan Lokey

[Jack Young](#), ASA, ARM, CPA | Senior Valuer | NorCal Valuation

Forrest A. Vickery, ASA | Managing Director - Northern California | Sanli Pastore & Hill

Multi-discipline engagements can be particularly complex, with potential challenges that can be avoided with proper planning, communication, and teamwork. The panelists will draw upon their collective experience to provide a road map to successful outcomes in cross-discipline appraisal projects. Presented in a case-study format, the session will address issues including: assignment scope, subcontracting, definition of value, diligence, intra-appraiser communication, protocols for communication with legal counsel, appraisal review, and reporting requirements.

**1:05 – 2:05pm**

**[ARM/Multi-Discipline]**

**The Ins and Outs of AVMs... and Ethics too**

Robert Schlegel, FASA | Principal | Houlihan Valuation Advisors

[Penny Lutocka](#), ASA, CPA/ABV, CFE | Principal | Houlihan Valuation Advisors

This session provides a brief survey of how Automated Valuation Models (AVMs) are being utilized across various disciplines, with a primary focus on real property and their expanding use in machinery, equipment, and business valuation. We will explore the growing influence of AI in AVM operations, examine shortcomings in market and income analysis methods, and discuss key considerations for reviewers when assessing AVM-generated value indications. Highlights of the various statements concerning AVM usage will also be discussed.

**2:10 – 3:10pm**

**[ARM/Multi-Discipline]**

**AI, Ethics and Standards: Annual Update**

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

Stay informed on the evolving landscape of AI, ethics, and professional standards in this annual update. This presentation highlights recent developments, explores ethical considerations in AI integration, and reviews key standards shaping practice. Gain actionable insights to navigate challenges and maintain accountability in the dynamic world of AI-driven decision-making.

**3:30 - 4:30pm**

**[ARM/Multi-Discipline]**

**Economic Obsolescence: An ARM Understanding**

[Michael Salvatore](#), Jr. | ASA, CEA, MPPA, SPA | President, Senior Appraiser | Kingfish Capital Advisors, LLC

What is Economic Obsolescence, and why does it matter in an appraisal review? This session will explore the concept from the perspective of the Appraisal Review and Management (ARM) discipline. Attendees will learn how to define and recognize economic obsolescence, identify where it may be hidden within appraisal reports, and spot key words and concepts that signal its presence. Whether you're reviewing reports or preparing them, this session will sharpen your skills and help you navigate this often-overlooked element with confidence.

8:00 - 9:00am

**[ARM/Multi-Discipline]**

**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.

[Michael A. Perlmutter](#), JD, CPA, CVA, ABAR | Managing Director | Perlmutter Law and Valuation, Inc.

[Brian J. Flynn](#), MAI, AI-GRS | Retired Lead Appraiser | Internal Revenue Service

This panel discussion is a continuation of the presentation at the Portland 2024 conference. Subjects will include the present organization structure of the IRS and how appraisers in different disciplines interact with IRS professionals. Additional topics will expand on the earlier 2024 topics, including “Qualified Appraiser,” recent conservation easements issues, and recent tax court decisions such as CECIL. New topics will reflect incorporating appraisals from other disciplines in complex gift and estate filings and avoiding questionable appraisal methodology and interpretation of discount evidence. Time will be available for questions.

9:35 - 10:35am

**[ARM/Multi-Discipline]**

**Active Listening: Enhancing Communication Skills to Benefit You and Your Clients**

[David N. Horowitz](#), Esq. | Attorney | Warner Angle Hallam Jackson & Formanek PLC

Effective communication starts with active listening—a skill that strengthens relationships, fosters understanding, and enhances problem-solving. We will define the key elements of active listening, why it matters, and how it benefits you in work - and life.

11:00am - 12:00pm

**[ARM/Multi-Discipline]**

**Avoiding Sharks in Mediation Waters**

[Jeffrey W. Brend](#), JD, CPA/ABV, ASA, CFE, CFF, AAML, IAFL, CDFA | Attorney | Levin & Brend, P.C.

The sharks will be circling to learn the weaknesses in your report in the allegedly safe waters of mediation. You'll learn the fundamentals of the allegedly confidential mediation process, how to help your attorney negotiate in mediation and timing the disclosure of your work product and avoiding the undercurrents and chum in the water.

1:00 - 2:00pm

**[ARM/Multi-Discipline]**

**From Review to Resolution: Integrating Opinions of Value in Appraisal & Valuation Reviews**

[Jack Young](#), ASA, ARM, CPA | Senior Valuer | NorCal Valuation

SPAP SR 3.4 provides essential guidance for combining appraisal reviews and opinions of value in a single report. Applied effectively, this provides a clear path from identifying issues in an appraisal to resolving them, offering valuable clarity for courts and other stakeholders. This presentation will look at using standards, three and four to present a review report with an opinion of value that is clear and understandable to the client, intended user, and any other unintended users such as the court.

**2:05 – 2:55pm**

**[ARM/Multi-Discipline]**

How to Survive A Cyber Attack

[John Jackson](#) | CEO & Founder | Bytagig

41% of Small Businesses fell victim to cyber-attacks in 2023. 60% of Small Business do not survive following a cyber-attack. Hear real world examples of cyber-attacks and learn essential steps your business needs to take to ensure you remain resilient following a cyber-attack. Learn how to prepare for, respond to, and recover from cyber-attacks to remain profitable and secure.

**3:15 – 4:05pm**

**[Appraisal Review & Management/Multi-Discipline]**

**USPAP and IVS: Do I have to Choose?**

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

[Thomas Boyle](#), MAI | Senior Vice President, Chief Appraiser | US Bank

In this informative session, the presenters will provide a concise yet thorough comparison of two key valuation standards, highlighting their unique features and common ground. They will walk attendees through practical strategies for applying both standards within the same assignment, ensuring compliance without sacrificing quality or accuracy. The session will include real-world examples and actionable insights to help appraisers navigate dual standard requirements with confidence. Ample time will be reserved for an interactive Q&A, where attendees can engage directly with the presenters and clarify any questions or challenges they face in their own practice.

**4:10 – 5:00pm**

**[ARM/Multi-Discipline]**

**Reviewing Litigation Reports**

[Gregory Patterson](#), ASA, ARM | Director - Special Projects | HDH Advisors

[Brian Crotty](#), ASA, ABV, CVA, CBA, CFE, CDFA | Managing Director | HDH Advisors

Applying USPAP Standard 3 beyond traditional "appraisals." Presenting the good, the bad, and the ugly in a variety of litigation reports attempting to place a measure on damages.

[Register Now!](#)