

2021 ASA Philadelphia Chapter Business Valuation Virtual Conference

The American Society of Appraisers **Philadelphia Chapter** is pleased to present the 2021 ASA Business Valuation Virtual Conference to be held on Thursday, September 23, 2021.

Range of Presentation Topics

The conference agenda will feature presentations from nationally recognized speakers who are professional leaders, covering a range of topics. **Register for the 8-hr CE Virtual Seminar at asaphila.com**



8:00am - 8:10pm

Registration

8:10am - 8:15am

Welcome Remarks and Agenda for the Day

[Michael Cunningham](#), ASA - Philadelphia Chapter President

[Steve Juska](#), ASA, Managing Director, [Financial & Forensic Services, CBIZ](#), - Conference MC

8:15am - 9:15am

Value in M&A “in action” vs. in BV practice: Pest Control Industry Case Study

[Paul Giannamore](#), Managing Director | [Potomac Pest Control Group](#)

Paul has been a leading global M&A broker in the Pest Control industry for over a decade after working as a valuation analyst. Learn more about how market participants look at potential acquisitions and recent trends in the pest control industry as a case study as transaction multiples are at record highs.

9:15am - 10:15am

Active versus Passive Appreciation in Divorce

Discounts for Lack of Marketability & Liquidity

[Ashok Abbott](#), Ph.D., [Associate Prof. of Finance | West Virginia University](#)

Dr. Abbott's areas of research and teaching include mergers and acquisitions, corporate valuation, and measures of market liquidity. His consulting areas are valuation discounts and premiums, valuation model validation, passive appreciation, and event studies. His presentation will focus on the questions: Why do we care whether a business has active or passive appreciation during a divorce? Is there a quantitative measure to quantify passive appreciation in divorce? Are there distinctions between marketability and liquidity? The speaker brings to us empirical studies that attempted to quantify liquidity discounts.

10:15am - 10:30am

15-Minute Break

10:30am - 11:30am

Litigation Do's and Don'ts

[Sean Saari](#), CPA, ABV, CVA, MBA, Partner Advisory | Marcum

[Robert Ranallo](#), CPA, ABV, JD, CVA, CFF, Partner Advisory | Marcum

Preparing a valuation analysis can be difficult enough, let alone defending it against an opposing party questioning your every move. Valuation experts need to know how their valuations may be challenged by other experts and work to effectively address these issues pre-emptively.

11:30am - 12:15pm

Data Resources and BV Automation Trends

[Paul Resch](#), CVA, [Valutico CEO](#)

A conversation between Valutico's CEO and current clients providing an update on current data available and business valuation technology offered by Valutico. Valutico is based in Vienna, Austria, and offers data and business valuation technology for all global markets. Will automated business valuations represent a threat or an opportunity for business appraisers?

12:15pm – 1:00pm

Lunch

1:00pm - 2:00pm Valuing Intangible Assets in Technology Companies

[Tom Zambito](#), Director, [MossAdams](#)

Thomas has provided valuation consulting services since 2000 and oversees Moss Adam's valuation services throughout the Greater San Francisco Bay Area. Thomas's experience includes valuing intangible assets under ASC 805 and other tax reporting purposes, ASC 350 goodwill impairment analyses, and IRC 409A deferred compensation valuing common stock for privately held companies. He'll talk about current methods in valuing intangible assets in Technology Companies.

2:00pm – 2:45pm The New ROI: How Human Capital Contributes to Value

[Dave Bookbinder](#), ASA, CEIV, Senior Director | [CFG](#)

The speaker is the author of a book called *The NEW ROI: Return on Individuals*, which explores the impact that people have on the value of a business. The value of a business is a function of how well the financial capital and the intellectual capital are managed by the human capital.... you'd better get the human capital part right. We can take this into account when providing valuation and related consulting advice.

2:45pm – 3:30pm Bitcoin versus other Cryptocurrencies: Similarities and Differences

[Daniel Folkinshetyn](#), Ph.D. Associate Professor of Accounting & Finance | [Rowan University](#)

Professor Folkinshetyn specializes in the valuation of cryptocurrencies and their strengths and weaknesses. He will provide an overview of the differences between bitcoin and other cryptocurrencies currently available and mention considerations that influence value.

3:30pm – 4:15pm Applying the NICE DLOM

[William Frazier](#), ASA, Principal | [W.H. Frazier & Co](#)

The speaker is the developer of the Non-marketable Investment Company Evaluation ("NICE") Method. The NICE Method is gaining acceptance in valuations of family-owned investment entities and was favorably reviewed in the 2019 U.S. Tax Court case *Grieve v. Commissioner*.

Why Attend?

Timely Updates on Topics of Current Interest - Session content will represent leading-edge topics selected for their importance to professionals that perform complex securities valuations.

Nationally Recognized Speakers - This is an exclusive opportunity to obtain insights from nationally recognized leaders in the profession.

Practitioner Focus - This conference is focused on the needs of valuation and accounting professionals involved in the development and audit of complex securities estimates. Insights can be immediately employed in the technical or business management of your professional practice.

ASA and NASBA Continuing Professional Education - The conference will provide continuing professional education credit by both the American Society of Appraisers (ASA) and the National Association of State Boards of Accountancy (NASBA). This is a timely and cost-effective means of obtaining CE hours for your ASA reaccreditation and CPE hours for your CPA license.

CEIV(TM) Continuing Professional Development - The conference qualifies for Certified in Entity and Intangible Valuations™ (CEIV™) Credential Continuing Professional Development (CPD) credit.

Competitive Pricing - ASA continues to price the conference at an extremely low cost as a benefit to its membership and the professional community at large.

NASBA and Continuing Professional Education (CPE) Credit

The American Society of Appraisers is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have the final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website www.learningmarket.org.

CPE Credit: Up to 8.0 hours.

Program Level: Advanced

Delivery Method: Only group-live courses are approved for CPE.

Prerequisites: None

Advanced Preparation: None

Policies: ASA's Refund and Cancellation Policy and ASA's Complaint Resolution Policy

Cost

\$175/\$200 – ASA members/non-members (early-bird rate through September 1, 2021)

\$200/\$225 – ASA members/nonmembers (regular rate, after September 1, 2021)

Sponsor



Sponsorship Opportunities

To become a sponsor, contact Mike Cunningham at mdcphilly@gmail.com or (215)-518-0591.

Questions

For more information, please contact Mike Cunningham, ASA, mdcphilly@gmail.com, or Poonam Vaidya, ASA, at p vaidya09@gmail.com.