

## Willamette Management Associates Insights

### COMMUNIQUE

#### IN PRINT

Robert Reilly, firm managing director and resident in the Chicago office, authored an article that appeared in the Fall 2007 issue of *American Journal of Family Law*. The title of Robert's article was "Measuring Company-Specific Risk in Divorce-Related Business Valuations."

Robert Reilly also authored an article that appeared in the Spring 2007 issue of *Business Appraisal Practice*. The title of Robert's article was "Effective Intangible Asset Appraisals."

Robert Reilly also authored an article that appeared in the Spring 2007 issue of *Business Appraisal Practice*. The title of Robert's article was "Business Appraiser Ethics Considerations."

Robert Reilly also authored an article that appeared in the Spring 2007 issue of *Business Appraisal Practice*. The title of Robert's article was "Business Appraiser Considerations to Measure the Company-Specific Risk Premium."

Robert Reilly also authored an article that appeared in the September 2007 issue of *Journal of Accountancy*. The title of Robert's article was "Professional Guidance in Business Valuation: Applying SSVS1."

Robert Reilly also authored an article that appeared in the September 2007 issue of the *ABI Journal*. The title of Robert's article was "Measuring Economic Obsolescence in the Valuation of Special-Purpose Properties."

Robert Reilly also authored an article that appeared in the September/October 2007 issue of *Construction Accounting and Taxation*. The title of Robert's article was "Construction Company Valuations and the AICPA Statement on Standards of Valuation Services No. 1."

Robert Reilly also authored an article in the November/December 2007 issue of the professional journal *Valuation Strategies*. The title of Robert's article is "New AICPA Statement on Standards for Valuation Services." Robert also serves as the intellectual property editor for *Valuation Strategies*.

Robert Reilly also authored an article in the September/October 2007 issue of *Valuation Strategies*. The title of Robert's article was "Conducting a Valuation in a Bankruptcy Environment."

#### IN PERSON

Mike St. Martin, Chicago office manager, delivered a presentation to the Wisconsin State Chapter of the National

Association of Certified Valuation Analysts in Milwaukee, Wisconsin, on October 17, 2007. The topic of Mike's presentation was "The Discount for Lack of Marketability."

Curtis Kimball, Atlanta office director, will deliver a presentation at the Tennessee Federal Tax Conference on December 7, 2007, in Franklin, Tennessee. The topic of Curt's speech is "Business Valuation Issues for Federal Tax Matters."

Curtis Kimball will also deliver a presentation at the ACTEC Southeast Region meeting at the Ritz-Carlton in Atlanta on November 17, 2007. The topic of Curt's presentation was "Latest Valuation Developments."

Robert Reilly delivered a three-hour continuing professional education seminar for the New York State Society of Certified Public Accountants. The seminar was held on September 18, 2007, at the NYSSCPA office in New York City. The topic of the seminar was "A Comprehensive Presentation on the New AICPA Valuation Standard SSVS No. 1."

Robert Reilly delivered a one-hour Webinar presentation to the members of AGN International, an association of independent accounting firms. The Webinar was conducted on July 26, 2007. The topic of Robert's presentation was "An Introduction to the New AICPA Valuation Standard SSVS No. 1."

Robert Reilly participated in a Webinar sponsored by the American Institute of Certified Public Accountants. The Webinar was presented on October 30, 2007. The Webinar presented a three-person panel (including Robert Reilly), and the topic of the Webinar was "The Professional Guidance Provided by the AICPA Statement on Standards for Valuation Services No. 1."

Robert Reilly will deliver two sessions of a technical session before the AICPA annual business valuation conference. The conference will be held on December 2-4, 2007 in New Orleans, Louisiana. The title of Robert's presentation is "The Relief from Royalty Method for Intellectual Property Valuation."

Robert Reilly delivered a presentation to the annual conference of The National Association of Property Tax Representatives—Transportation, Energy, and Communications. The annual conference was held this year on October 29-31, 2007, in New Orleans, Louisiana. The title of Robert's presentation was "The Identification and Measurement of Economic Obsolescence in Property Tax Valuations."