

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 March 2008 issue of the *ABI Journal*. The title of Robert's article is "New AICPA Professional Guidance on Valuation Standards Sets Best Practices."

Robert Reilly also authored an article that appeared in the May 2008 issue of the *ABI Journal*. The title of Robert's article is "The Ad Valorem Tax Valuation and the Troubled-Company Taxpayer: Part I." Part II will appear in the June 2008 issue of the *ABI Journal*.

Robert Reilly also authored an article that appeared in the Winter 2008 issue of *The Journal of Employee Ownership Law and Finance*. The title of Robert's article is "ESOP Considerations with Regard to SFAS No. 157 Fair Value Measurements."

Robert Reilly also authored an article that appeared in the March/April 2008 issue of *Construction Accounting and Taxation*. The title of Robert's article is "Ad Valorem Property Tax Valuations and Appeals."

Robert Reilly also authored an article that appeared in the May/June 2008 issue of *Valuation Strategies*, a Thomson Tax & Accounting publication. The title of Robert's article was "Effective Intellectual Property Valuation Reports." Robert also serves as the intellectual property editor for *Valuation Strategies*.

Robert Reilly and John Ramirez, Portland, Oregon, office associate, co-authored an article that appeared in the April 2008 issue of the Commerce Clearing House publication *Business Valuation Alert*. The title of their article was "SFAS No. 157, Fair Value Measurements."

Robert Reilly and Aaron Rotkowsky, Portland, Oregon, office senior associate, co-authored an article that appeared in the Fall 2007 edition of the *Tax Lawyer*. The title of the Reilly and Rotkowsky article was "The Discount for Lack of Marketability: Update on Current Studies and Analysis of Current Controversies."

IN PERSON

Alan Schachter, New York City and Westport, Connecticut, office director, delivered a presentation at the 2008 Fifteenth Annual Consultant's Conference in Las Vegas. This conference was sponsored by the National Association of Certified Valuation Analysts. The topic of Alan's presentation was "Economic Damages Related to Intellectual Property Infringement Lawsuits."

Alan Schachter will also deliver a presentation at the National Business Institute seminar titled "Effectively Using Experts in Family Law." This seminar will be presented on

August 15, 2008 in New Haven, Connecticut. The topic of Alan's presentation is "Assembling the Expert Team."

Mike Hartman, Atlanta office principal, delivered a presentation at the annual national conference of The ESOP Association in Washington, D.C., in May 2008. The topic of Mike's presentation was "Selling an ESOP Company."

Bob Schweihs delivered a presentation on May 20, 2008, to the 2008 North American Regional Meeting of AGN International, an association of independent accounting firms. The conference was held this year in Seattle. The title of Bob's presentation was "Fair Value of Intangible Assets for SFAS No. 141 Purchase Accounting Purposes."

Robert Reilly will address the annual Wichita State University conference on ad valorem taxation for telecommunications, transportation, and utility companies. Robert will make two presentations at the July conference. The first presentation relates to "The Effect of FASB Pronouncements on Ad Valorem Tax Valuations." The second presentation relates to "Measuring Depreciation and Obsolescence in Ad Valorem Tax Valuations."

Robert Reilly will address the joint American Institute of Certified Public Accountants and American Society of Appraisers business valuation conference held this year in November at the Bellagio Hotel in Las Vegas. Robert will address the topic of "The Implementation of AICPA Statement of Standards on Valuation Services No. 1."

Robert Reilly will present a teleconference seminar for the Institute of Business Appraisers (IBA) on August 12, 2008. The topic of Robert's IBA teleconference seminar is "Valuation Analyst Procedures to Measure the Company-Specific Risk Premium."

Robert Reilly and Bob Schweihs, firm managing directors, will present a three-day seminar on June 16 through 18, 2008, in Moscow, Russia. The audience will include approximately 100 Russian business valuation practitioners.

The seminar is sponsored by the Kwinto-Consulting Company, which has been engaged in the valuation profession in Russia since 1997. One of that organization's objectives is to develop seminars led by world renowned valuation analysts and financial advisers.

Robert and Bob will cover two related topics during this three-day seminar: (1) "The Identification and Valuation of Commercial Intangible Assets" and (2) "The Asset-Based Approach to the Valuation of the Industrial or Commercial Business Enterprise."

In recent years, Willamette Management Associates has had several of its publications translated into the Russian language, including the *Valuing Intangible Assets* textbook and various *Insights* articles.