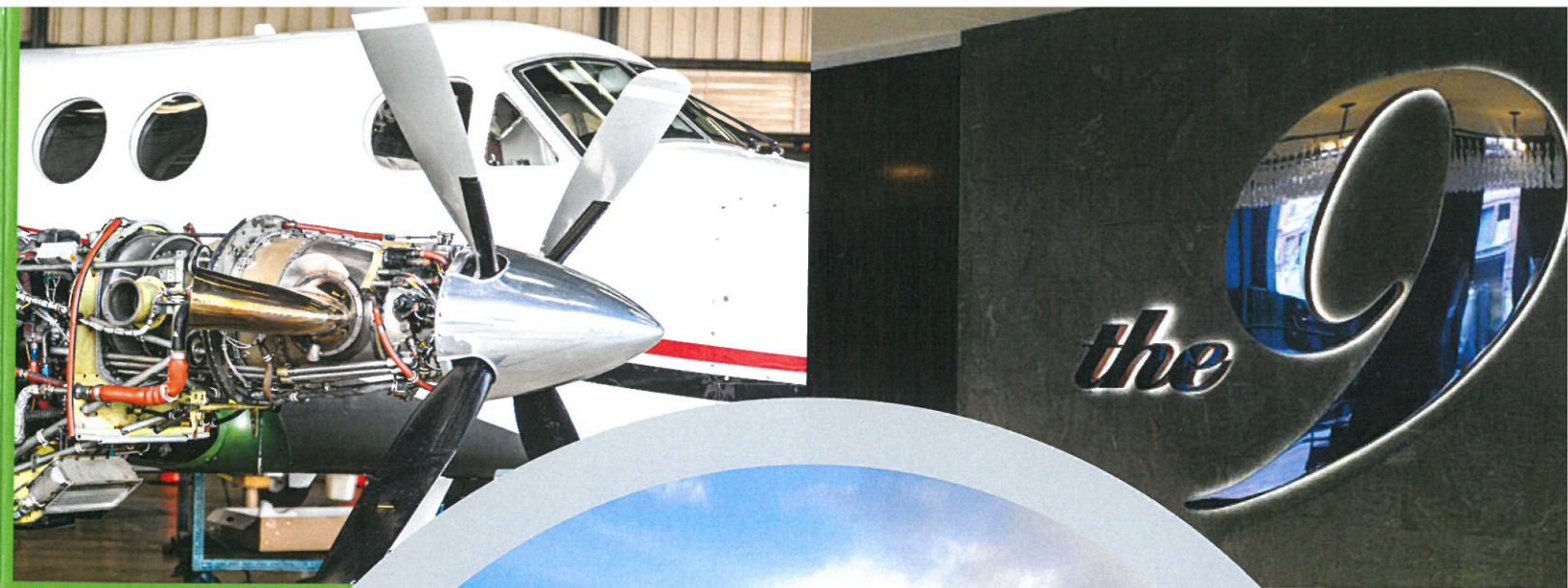


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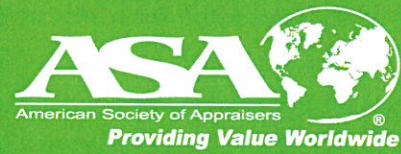
JUNE 4-6, 2018 | CLEVELAND, OH

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The Saudi Authority for Accredited Valuers (TAQEEM), is a non-profit organization. And is working under the Ministry of Commerce and Investment, TAQEEM aims to regulate and develop the valuation profession, accredit qualified valuers and apply the International Valuation Standards to increase the community trust and awareness in the valuation profession. TAQEEM is member in the Board of Directors of The International Valuation Standards Council (IVSC), it regulates different disciplines, real estate valuation, Business Valuation, vehicle Damages Assessment, Machinery and Equipment Valuation, and Precious Metals and gem valuation. Visit www.taqem.gov.sa.

IRONTRAX | SILVER



Irontrax was founded in Cleveland, Ohio in 2003 by Joe Santora, a former equipment asset manager at First Merit Bank in Akron, Ohio. Joe, and his equipment manager counterparts at other financial institutions, struggled with finding equipment appraisers that delivered true valuations upon liquidation. Joe, who made it his business to deeply understand equipment valuations, was asked by one of his former banking counterparts to appraise a piece of equipment. Seizing this need in the market, Joe subsequently left First Merit and launched Irontrax. True third-party valuers, our veteran Irontrax team has worked in the construction, mining, transportation and agricultural industries for decades. Appraising such machinery is our core business. Learn more about our machinery and equipment appraisal services. Visit www.irontrax.com.

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Taylor & Martin auction company is here to provide you with auction services that are second to none. Whether you are looking to sell or buy equipment, make the conscious decision to work with the best in the industry. Auctions, appraisals, consulting, private remarketing and equipment acquisitions – we're experts in all fields and you can expect nothing but the highest quality service in all areas of the business. We conduct auctions nationwide – bringing the market to your equipment. Visit www.taylorandmartin.com.

ASSET APPRAISAL CORPORATION | FRIEND



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Dover Management Group, Inc. focuses on helping smaller groups and institutions manage their equipment effectively during all stages of the financial transaction - from pre-approval residual projections and collateral assessments, midterm inspections and audits, to end of lease negotiations and equipment disposition. Visit www.dovermanagementgroup.com.

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HealthCare Appraisers boasts a national team of healthcare business valuation experts who are highly experienced in providing fair market value (FMV) opinions for all types of healthcare facilities. Due to the ever-changing issues impacting the healthcare regulatory environment, a determination of fair market value requires a specialized knowledge and experience that HealthCare Appraisers' team of experts can provide. Whether valuations are required for regulatory compliance, corporate planning, taxation, financial reporting, litigation support, or any other reason, HealthCare Appraisers provides defensible valuations, that have been trusted by our clients for nearly two decades. Visit www.healthcareappraisers.com.

SENCER | FRIEND



Sencer Appraisal Associates is a national machinery and equipment appraisal firm with a superb reputation backed by decades of experience. Our clients rely on our certified, accredited and professional equipment appraisers for prompt, expert appraisals of their industrial, commercial and institutional machinery and equipment. We are a full-service firm, providing professional, independent valuation services to individuals and members of the financial, legal and business communities with a team of equipment appraisers in cities across the country. Our equipment appraisals meet the highest industry standards, supervised by accredited members of the American Society of Appraisers and written in accordance with standards set by the Uniform Standards of Professional Appraisal Practice. Visit www.allequipmentappraisal.com.

RUSSELL | POST CONFERENCE TOUR



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GENERAL INFORMATION

Registration/Information Desk/Meeting Rooms

Monday, June 4

Registration & Welcome Reception – Azure Rooftop

Tuesday, June 5

Registration & Information Desk – Mint Ballroom

Breakfast – Mint Ballroom

Conference Sessions – Mint Ballroom

Lunch – Rotunda

Wednesday, June 6

Registration & Information Desk – Mint Ballroom

Breakfast – Mint Ballroom

Conference Sessions – Mint Ballroom

Post Conference Tour – Depart from Front Entrance/Valet area of Hotel

Conference Evaluations

The 7th Annual Equipment Valuation Conference is YOUR conference—and your feedback is vital to help us continue to provide an event that meets your needs. An evaluation form will be e-mailed to you immediately following the conference. Please take the time to complete the survey and let us know how we did. This will also be your chance to tell us where we can improve and what you want to see in future events.

ASA Reaccreditation Opportunities

This event qualifies for 10.5 hours of continuing education (CE) credits will be given for full attendance of the conference and an additional 3.5 hours of continuing education (CE) credits will be given for the tour, for a total of 14 hours of continuing education (CE) credits. Attendees may request reaccreditation credits for attending educational sessions held at the conference. The CE form will be available at the registration desk. Attendees must retain copies of the form in their personal files to receive credit for attending and refer back to them when they renew their reaccreditation online. CE forms are no longer processed by ASA HQ.

Medical Emergency/Security

In the event of a medical emergency or security concern, please immediately dial '0' from any hotel house phone or your guest room. Security staff is on call 24x7 to address any needs.

Photography

Please be advised that ASA or its contractors may record or photograph various aspects and activities of the 7th Annual Equipment Valuation Conference for both archival and promotional purposes. By attending the conference, you agree to give ASA and its contractors permission to use voice and image data collected at the event. Attendees are prohibited from photographing or videotaping any of the educational programming related to the conference.

SCHEDULE

JUNE 4-6, 2018

MONDAY, JUNE 4, 2018

4:30 - 6:00pm Registration
6:00 - 8:00pm Welcome Reception

TUESDAY, JUNE 5, 2018

8:00am Welcome & Opening Remarks
8:20am - 9:50am U.S. Economic Outlook
Augustine (Gus) Faucher, Senior Vice President & Chief Economist | The PNC Financial Services Group
10:10am - 11:10am Business Aviation Market: Flying High
Jeffrey Dunn, ASA, Head of Aviation Asset Management | PNC Aviation Finance
11:10am - 12:10pm The Rate of Change in Values and Technology!
Michael Winterfeld, ASA, Director, Appraisal Services | Taylor & Martin, Inc.
12:10pm - 1:30pm Lunch Served in the Rotunda
1:30pm - 2:30pm Valuation of Marine Equipment
Keith Weber, ASA, Executive Vice President | North American Marine Consultants, LLC
2:30pm - 3:30pm Construction
Wade W. Whitenburg, Strategic Accounts Manager | Ritchie Bros.
3:50pm - 5:20pm 2018 USPAP Updates
R. Lee Robinette, ASA, President | Collateral Evaluation Associates, Inc.
7:10pm Cleveland Indians vs. Milwaukee Brewers (optional event)
Advance ticket purchase required. Tickets may be available day of game, please check at registration desk. *Additional fees apply.*

WEDNESDAY, JUNE 6, 2018

8:00am - 9:30am Cost Approach and Sales Comparison Approach: A Closer Look At Depreciation
Richard Wilichowski, Managing Director, Machinery & Equipment Valuations | Gordon Brothers
9:50am - 10:50am Machine Tool Valuation Overview: Short Cuts and Assumptions
Mike Clark, President | L&M Publications
10:50am - 11:50am Railroading 101
Edward Biggs, ASA, Biggs Appraisal Service
12:15pm - 5:00pm Post Conference Tour — Russell Equipment Company
RSVP required. Lunch included for tour participants.
Don't miss this visit to the Russell Equipment Company's main headquarters where we'll learn about identifying wear points on new, slightly used and aged forklifts.

SPEAKER BIOGRAPHIES

1. **Mike Clark** is President of L&M Publications, Inc., publisher of The Book - Pricing Guides for Industrial Machinery & Equipment. L&M has been publishing pricing guides for industrial machinery and equipment since 1993. Mike has held executive positions with industrial printers and publishers since 1971. In 1993, Mike acquired the machinery pricing division from Hearst and started The Book. Mike attends and participates in many conventions and seminars for and with industrial auctioneers, appraisers and machinery dealers.

2. **Edward D. Biggs III, ASA**, is a member of the American Society of Appraisers with a focus on rail equipment, locomotive, railcar, and maintenance of way equipment valuations. Ed Biggs has spent over 40 years in the railroad industry with a mix of significant experience with railroads and leasing companies, including experience in fleet operations, mechanical, and sales. Biggs has particularly in-depth knowledge of railcar extended life upgrade and rebuilding programs. His company Biggs Appraisal also researches a wide variety of subjects to support valuations, both for its own interests and those of its clients.

3. **Jeff Dunn, ASA**, has had a focus on the aviation industry for 18 years. He served 9 years in the United States Air Force as an engine mechanic and maintenance operations senior controller. After deciding to separate from the military, he worked as the head of records and research and an A and P FAA mechanic at a leading FBO and maintenance center. More recently, he was an aircraft appraiser and asset manager at several leading financial institutions. Jeff is an ASA accredited aircraft appraiser and has a B.S. from the University of Illinois.

4. **Augustine (Gus) Faucher** is senior vice president and chief economist of The PNC Financial Services Group, serving as the principal spokesperson on all economic issues for PNC. Faucher is frequently cited in international, national, and regional media outlets including The Wall Street Journal and The New York Times. He has appeared on ABC World News, CBS Evening News, NBC Nightly News and Nightly Business Report, and is regularly featured on CNBC, CNN and Fox Business. He serves on the board of directors of The Economic Club of Pittsburgh - the local chapter of National Association of Business Economics (NABE). He is also co-chair of the Financial Roundtable of NABE.

5. **R. Lee Robinette, ASA**, is a machinery & equipment appraiser from Charlotte, NC with over 30 years of full-time appraisal experience. Lee holds the designation of Accredited Senior Appraiser from the American Society of Appraisers (Society). He has also been a speaker at conferences and contributor to the text book and other contributions to the Society's educational offerings. Lee is a senior instructor for two of the courses required for member accreditation, is a certified USPAP instructor and has served on the Appraisal Standards Board (ASB) since 2011, most recently as Vice Chairman in 2017.



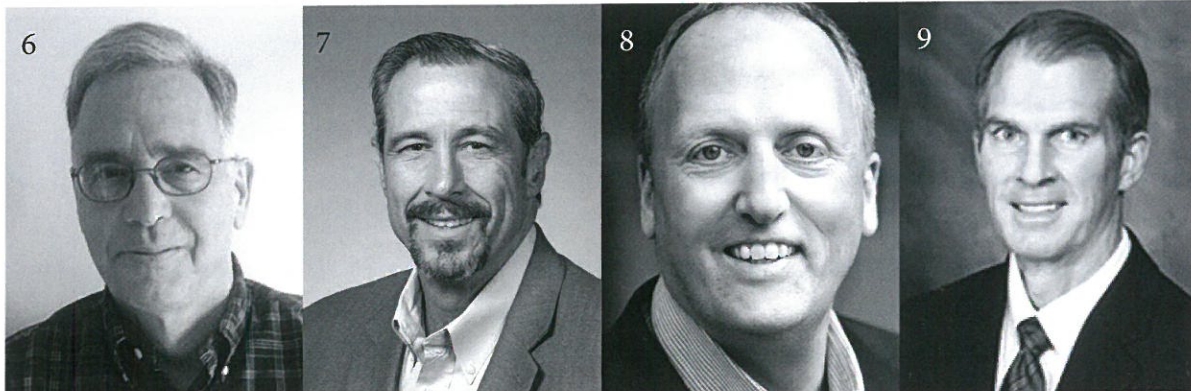
SPEAKER BIOGRAPHIES

6. **Keith J. Weber, ASA**, co-founded North American Marine Consultants, LLC, (NAMC) in 2009 to provide knowledge-based marine surveying, professional appraisal analyses, and brokerage of inland and ocean-going vessels to better assist clients in managing their marine assets. Prior to starting NAMC Mr. Weber was employed at Merrill Marine Services, Inc. (MMSI), where he was the Director of Appraisal Operations and gained much of his knowledge and understanding of marine assets. Prior to that, Mr. Weber worked at two worldwide marketing and communications companies. He was Senior Vice President and Chief Financial Officer for ADVANSWERS, a \$500 million, multi-state division of Omnicom Group, and Vice President and Finance Director at D'Arcy Masius Benton & Bowles, Inc.

7. **Wade W. Whitenburg** is a Strategic Accounts Manager with Ritchie Bros. specializing in finance and insolvency management. Since joining the company in January of 2001, he has been responsible for building and maintaining customer relationships with financial organizations of all sizes throughout the U.S. He also plays an essential role in the development and delivery of the Equipment Valuation Workshops, which Ritchie Bros. holds for equipment finance professionals across in the U.S. and Canada. Before his tenure with Ritchie Bros. Auctioneers, Wade held several positions for various companies within the equipment industry. His wide-ranging background includes sales, marketing, and training.

8. **Richard ("Rick") Wilichowski** is presently the Managing Director of Machinery & Equipment Valuations for Gordon Brothers and oversees the Machinery & Equipment valuation group. Prior to this role, Rick headed AccuVal-LiquiTec's Machinery & Equipment Valuation practice prior to its acquisition by Gordon Brothers in 2015. His team produces reports used primarily for financing, financial reporting, property tax, and litigation support. During the past two decades, Rick has managed complex personal and real property valuation projects throughout the world and also has experience executing orderly services. He is a Candidate in the American Society of Appraisers.

9. **Michael Winterfeld, ASA**, is the Director of Appraisal Services for Taylor & Martin. He has invested the past 20 years of his life in this role. Mike is frequently asked to present on various trucking subjects; including the valuation, trends and specifications of trucks, tractors and trailers. Mike is an Accredited Senior Appraiser and currently serves as the President of the Iowa-Nebraska Chapter and is a member of the MTS Committee. Mike has devoted his entire career to valuing assets, along with his work at Taylor & Martin.



SPECIAL EVENTS

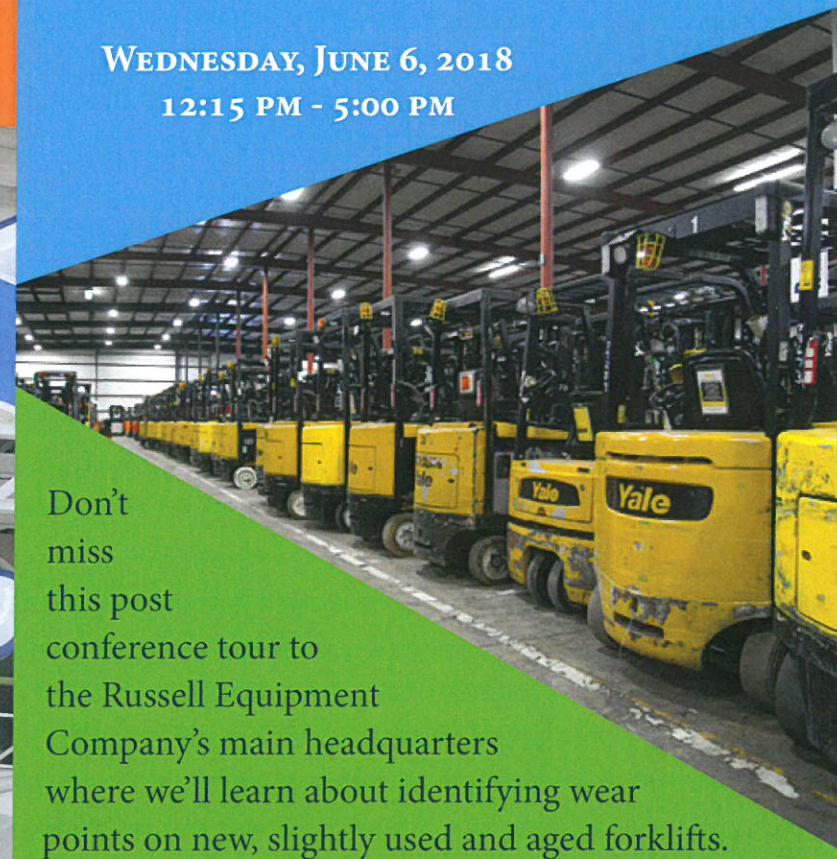


Tuesday, June 5, 2018
7:10pm

Join fellow conference attendees for an exciting evening of Indians Baseball! Located above the first-base line, Club Seats provide excellent views and amenities for an exceptional value. Enjoy the game from a prime outdoor location with access to the climate-controlled Club Lounge, located directly behind the seating area. All Club Seat tickets include all-inclusive food and non-alcoholic beverages available in the Club Lounge. Advance ticket purchase required. Tickets may be available day of game, please check at registration desk. *Additional fees apply.*

RUSSELL EQUIPMENT COMPANY TOUR

WEDNESDAY, JUNE 6, 2018
12:15 PM - 5:00 PM



Don't miss this post conference tour to the Russell Equipment Company's main headquarters where we'll learn about identifying wear points on new, slightly used and aged forklifts.

RSVP is required and lunch will be included for tour participants.

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equipment company

