



# Association News

Quarterly Newsletter for the National Association of Certified Valuators and Analysts

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## Member Benefits Report—Fourth Quarter 2013



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Co-Chairman of the NACVA and the CTI's 2014 Annual Conference

### Member Benefits: The Importance of Conferences

I am continually surprised that one of NACVA's greatest member benefits is the least discussed—our national conference. My goal is to create a unique atmosphere for four days where the members of our profession can have open dialogues pertaining to current issues in valuation, financial forensics, and the fastest growing consulting specialties with the purpose of generating meaningful insights and “ah-ha” moments.

One of the best ways to help you and your staff become better producers and leaders is to expose yourself and your staff to the industry masters, emerging leaders, and mentors who can motivate and encourage...and who have some of the same important principles that your firm holds in high esteem. That means you want to be choosy about which conferences you attend, so you leave with a sense of time well spent.

Going to conferences always energizes me and rejuvenates my focus and determination. I leave with a few key ideas I want to implement while learning from some of the best in my field. In addition, I get the opportunity to add to the learning process myself with my feedback and dialogue with the presenters both during and after their presentations. With the relatively small size of our profession, it is always great fun to reconnect with old friends, make new ones, and talk ‘business’ with those that speak the valuation language.

I am a co-chairman of the [NACVA and the CTI's 2014 Annual Conference](#), themed “Work Hard—Play Hard”. In addition to learning, I want my comfort zone challenged. Already on deck to present are veteran practitioners and leaders such as Shannon Pratt and Roger Grabowski, who will be presenting important data related to the cost of capital. The conference is June 17–20, 2014 in Las Vegas, NV at the Encore at Wynn Las Vegas Hotel, and has all the markings of a phenomenal experience.

I have attended every NACVA conference since Dallas in 2000. Each time I attend, the presenters, board members and past instructors have been incredibly encouraging. I have a great time, learn a bunch, and come back to my office invigorated and focused. As has been the case at prior conferences, there will be a huge range of folks in attendance in 2014 running the gamut from new practitioners to seasoned experts with years of experience.

Why should you make plans to go to this Conference in June 2014? There will be sessions geared toward just about any niche you're interested in...general business valuation, advanced valuation issues, practice management, social media and internet marketing, healthcare valuation, expert witness and litigation focused topics, statistics and sanity check in valuation...and many, many more topics. To date, we<sup>1</sup> have received over 49 requests for proposals!

So what can you expect? I'm no Letterman, but for those of you who have attended NACVA conferences in the past, I think you will agree with my “Top Ten” reasons this is a ‘can't miss’ opportunity:

10. You get to learn new ideas and techniques. The creativity at these events is terrific and being around creative thinkers can spur your own breakthroughs.
9. You get to meet and network with others who are interested in the same things you are. Meeting like-minded people not only inspires you, but it creates an opportunity to build partnerships and joint venture

opportunities.

8. The experience can be a great morale booster and help you regain your focus.
7. The national conference is a great way to connect with old and new friends.
6. If you have a unique niche industry or service offering, attending the NACVA conference is a great way to find prospective clients amongst your peers.
5. The national conference is a great place to renew your excitement about your work. It helps you realize that everyone has struggles similar to yours, and you can find out about new ideas or systems that might work for you.
4. Attending and learning from others can greatly improve your productivity.
3. You get to meet the experts and mentors face to face. It is good to connect through e-mail, it is better to connect on the phone, but the best way to connect is face to face. At the NACVA conferences, the speakers are usually available to chat and answer questions.
2. You can learn current strategies that are working for others. At these types of events, people tend to loosen up and will often share their ideas, strategies, and war stories with you.
1. Being around like-minded people is inspirational and refreshing. It gives you a chance to “rest and reflect.” I do not mean a “nap-type-rest”; I mean rest from the “common-grind” of your daily routine. It is often difficult to reflect on more technical issues or conceptual approaches when you are deep in the weeds with your workload, partners, and staff—the conference sessions and networking times allow you to pull over, slow down, stop ...and reflect.

I look forward to seeing you in Las Vegas this June.

Sincerely,

Lari B. Masten, MSA, CPA, ABV, CFF, CVA, ABAR

Co-Chairman of the NACVA and the CTI's 2014 Annual Conference

<sup>1</sup> My co-chairs for the 2014 conference are Lorenzo Carver, MBA, MS, CPA, CVA, T.J. Liles-Tims, MBA, CVA, and Courtney White, JD, CVA, ASA, LLM. We are coordinating with a volunteer committee of over 25 NACVA and IBA members to build a dynamic agenda of sessions and networking opportunities.