



**ASA Northern New Jersey Chapter 73 – Business Valuation Conference**  
**Four Great Speakers, Interesting Topics**  
**7 Continuing Education Credit Hours; \$350 per person**  
**Friday, February 23, 2018, 8:00am-5:00pm**

The ASA Northern New Jersey Chapter 73 is holding a Business Valuation conference on **Friday, February 23, 2018, 8:00am-5:00pm** at the [Saddle Brook Marriott](#), 138 New Pehle Avenue, Saddle Brook, New Jersey 07663, (201) 843-9500. We have four dynamic speakers who will review some of the leading trends in the field.

Cost for the all-day conference is \$350 per person. The fee covers conference materials, continental breakfast, lunch, and hot & cold beverages. Complete your registration information [here](#). We accept checks, only. Make checks payable to **ASA NNJ Chapter 73**. **The last day to receive your paid registration is Monday, February 19, 2018.**

Hotel rooms have been reserved. Mention **ASA** when booking.

Please contact [ASA.NNJ.Secretary@gmail.com](mailto:ASA.NNJ.Secretary@gmail.com) if you have additional questions.

**Topics and Speakers:**

1) ***PJ Patel, ASA***. Brand Valuations: Assessing the financial value of a brand in the context of how it contributes to the business results today and in the future.

2) ***William Johnston, ASA***. Mandatory Performance Framework for Valuation Professionals: Introduction, background, and outlook for the quality, documentation, and certification requirements that valuation professionals must adhere to.

3) ***Brian Yacktman***. Valuation and The Art of Investing: How equities have outperformed other asset classes historically and in the current market, and within the equity class, how counter-intuitively high quality equities have outperformed other equities.

4) ***Vladimir Korobov, ASA***. Carried Interest Valuations: Issues in practice when valuing carried interests for typical structures used by alternative investment funds.

5) ***Raymond Dragon, ASA***. BV Appraisers And The New Tax Law: Presentation of scenarios and data as a basis for an interactive discussion with your peers on the implications of the new “Tax Cuts and Jobs Act” for business valuation.

## Speaker Bios



[PJ Patel, ASA](#), is Co-CEO and Senior Managing Director of Valuation Research Corporation, where he leads the financial reporting practice. PJ is a frequent presenter on valuation issues, including relating to ASC 805, ASC 350/360 and ASC 820. In addition, PJ has been on the Fair Value panel at the AICPA SEC Conference, Chair of the Appraisal Issues Task Force (AITF), and member of The Appraisal Foundation Working Group that prepared the 2016 Practice Aid for valuing customer related intangible assets. He is often quoted in the press regarding valuation issues.



[William \(Bill\) A. Johnston, ASA](#), is Managing Director of Empire Valuation Consultants. He has over 20 years of experience in business and intangible asset valuations. He has managed and performed numerous valuations for financial reporting purposes, including purchase price allocations, goodwill impairment testing, and cheap stock (ASC 718/409A). Bill has served as an expert witness on business valuation matters in New York State Supreme (Civil) Court, and has valued companies in Asia, Bermuda, Canada, and Europe.



[Brian Yacktman](#) is the Founder, President and Chief Investment Officer of YCG, LLC, a Registered Investment Advisory firm that offers professional investment services through separate account management. He has been managing money for over a decade. Brian has been quoted and highlighted in financial media outlets such as CNBC, Bloomberg, Barron's, Forbes, MoneyLife, and many others. He has served as a guest lecturer at the University of Texas, Brigham Young University, Texas Lutheran University, and the Googleplex.



[Vladimir Korobov, ASA](#), is a partner in the Valuation and Litigation Support Services group at Marcum LLP. He has more than 20 years of experience providing business valuation, litigation support, and financial analysis services. Vladimir has performed valuations of business interests for a variety of purposes including, but not limited to, family law matters, estate and gift tax, fairness opinions, transactions, solvency determination, employee stock ownership plan formation and updates, financial reporting, and litigation.



[Raymond Dragon, ASA](#), is an accredited business valuation consultant in Anchin's Litigation, Forensic, and Valuation Services Group. He is an executive with over 25 years of experience in valuation, M&A, corporate finance, forensic accounting, litigation support and expert testimony. His practice includes business valuations for shareholder disputes, mergers and acquisitions, divorces, buy/sell agreements, and estate planning. He has also valued partial equity interests and stock options.

You won't want to miss this informative and lively presentation. **The conference qualifies for seven (7) hours of ASA Continuing Education credit.**