



**NATIONAL ASSOCIATION OF CERTIFIED VALUATION ANALYSTS**

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**NACVA AND THE IBA'S 2010 ANNUAL CONSULTANTS' CONFERENCE *SESSION SUMMARY***  
**JUNE 2—5, 2010 THE FONTAINEBLEAU MIAMI BEACH MIAMI BEACH, FL USA**

**Track:** Academic Research Track

**Session Date / Time:** Friday, June 4, 2010 / 2:05pm – 3:45pm

**Session Title:** *Revisiting Total Beta*

**Session Summary:** This presentation will take participants through a simple, but thorough, review of the finance and statistical theory critical to understanding Beta. It will then discuss the placement of Total Beta within this theory and explain why Total Beta may not be an appropriate concept to use in cost of capital development.

**CPE Hours / Fields of Study:** Two (2) hours / 1 hour Finance (FN), 1 hour Statistics (ST)

**Presenter Bio:**



**Sarah (Nelson) von Helfenstein**, MBA, AVA has served the business valuation profession in a variety of roles for over fifteen years. Currently a practicing professional, she began her career in business valuation as an educator and champion, providing turnaround management for the first AICPA CEA program in Business Valuation and founding the Center for Advanced Valuation Studies on behalf of the American Society of Appraisers. Her work provided the foundation for the AICPA ABV designation. Subsequently, she performed seminal research for the Department of Defense Office of Force Transformation in the valuation of information technology/systems and human capital. Sarah has written, published and presented papers on traditional valuation topics as well as real options analysis, developed valuation curricula, exams and conferences, and edited a number of key valuation books.

During her career, Sarah has also consulted for a broad cross-section of industries, with a specialty in high tech. She began her career as Vice President and CFO of a boutique financial strategies and wealth management consulting firm.

Sarah holds an MBA from Kellstadt Graduate School of Business, DePaul University, and a Bachelor of Arts from Randolph-Macon Women's College.