



**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:** ValueSource Software

**Session Date / Time:** Saturday, June 5, 2010 / 10:30am – 11:30am **or** 11:40am – 12:40pm

**Session Title:** *IBA Market Data: Understanding and Using the Largest Transaction Database for Priority Held Businesses*

**Session Summary:** An exceptional opportunity for business appraisers to learn more about the market approach, transaction appraisal analysis, and the direct market data method of valuing small to mid-size businesses—this series of five one-hour presentations on the Direct Market Data Method includes: (1) An introductory presentation is followed by presentations on (2) summary and applications of the DMDM, (3) choosing the applicable performance measure and analyzing the transaction data, and (4) calculating and revising the preliminary indication of value and testing the final value estimate. The fifth presentation presents a simple example of use of the Direct Market Data Method.

**CPE Hours / Fields of Study:** One (1) hour / Specialized Knowledge and Applications (SK&A)

**Presenter Bio:** **Warren Burkholder**, CBI, CBA, ASA, Prior to twenty years as a business broker and appraiser, Warren spent over 20 years in industry.



He was President of the Cadbury North America division of Cadbury Schweppes, President of Curtis Candy. Has owned and operated a confectionery company. He started his career with Procter & Gamble after graduating from University of California at Berkeley in Chemical Engineering. As President of Merrimack Business Appraisers he is a principal in both the brokerage and appraisal activities of the company. He is education chair and past President of New England Business Brokers Assn., Lead Subject Matter Expert on Business Valuation for the IBBA and course contributor to their BV education courses, the Northeast Regional Governor for the IBA, Member IBA Accreditation Board, Chair IBA Market Database Committee and is a CBA reviewer for the QRC.

**Presenter Bio:**



**Howard Lewis**, ABAR, AVA, is the Executive Director of the Institute of Business Appraisers, the nation's pioneer of business valuation. In August of this year, Howard retired from the IRS where he was the National Program Manager of the Engineering and Valuation Program. At the IRS, Howard implemented the first business valuation standards, focused on developing an experienced professional cadre of accredited business appraisers and modernized the Service's training, accreditation and peer review processes. At the IBA, Howard is working with the Institute's governors and leaders to improve member services, and enhance IBA's credentials.