

AMEA APPRAISER

Information and education dedicated to appraisal excellence

Winter 2009

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*Deceased

AMEA...From Start to Finish

Secured lending scores big with a vision of the power of collective knowledge.

In 1982, Norman Adler, CEA, a machinery dealer had a vision for what might happen if his fellow MDNA members formed an association of appraisers of the same machinery equipment and tools that they bought and sold every day. With their collective knowledge of values, they could turn an "educated guess" based on book values that are out of date before the ink is dry, into a viable and realistic opinion based on recent marketplace activity and experience. In this association, appraisers would share their particular areas of expertise with each other, thus empowering all members to appraise with the highest accuracy possible on a wide and comprehensive range of wood, plastic and metal working machine tools. The association's membership would conduct business under strict ethical guidelines, lead by some of its most dynamic and reputable members, and as a result each AMEA member in good standing would gain credibility as an appraiser in his own right. Adler's vision, The Association of Machinery Equipment Appraisers (AMEA), with over 300 strong today, can be your best ally as you seek the most accurate valuations in industrial equipment.



Qualifications and standards assure reliability and integrity.

AMEA members have undergone a rigorous screening process that includes passing the written examination on the AMEA Code of Ethics, presenting for a review a completed unidentifiable appraisal that complies with the AMEA Standards and Procedures of Professional Appraisal Practice and the Uniform Standards of Professional Appraisal Practice (USPAP), and finally gaining the approval of the AMEA Board of Directors. Once these qualifications have been met for basic AMEA membership, the applicant (there are no company memberships) will become either an accredited appraiser (AEA) or a certified appraiser (CEA). All AMEA members who are also MDNA Regular members are actively involved in buying, selling and appraising of machine equipment in the marketplace are considered AMEA Regular members. With three consecutive years of experience and continued involvement in the industry an individual may gain AEA accreditation. Beyond that, an AEA certified member may complete USPAP coursework and testing, accrue a over 5 years of marketplace experience and gain certification status (CEA). Associate

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members are those members that are not qualified to be MDNA members but meet CEA requirements in the appraising within the machinery and equipment industry.

AMEA members stay current with market trends and value fluctuations.

When you contract for the services of an AMEA member you are assured of the most up to date information and the highest degree of business ethics and professionalism. AMEA members must prove their good standing on an ongoing basis with 70 hours of continuing education per 5 year period, which includes but is not limited to informational “webinars” (online educational sessions) offered by leaders in the field. Members also submit for approval by the Review Committee, one appraisal every 2 years. Continued membership is also contingent upon consistent compliance with all standards set by the Ethics, Standards, and Review Committee, and active involvement in marketplace buying and selling of machine tools.

Maximize your security and lending potential.

Experience and backgrounds among AMEA members are as diverse as they are similar. Many dealers have two or three generations of their own family history rooted in the business of buying and selling used equipment, often in highly specialized and unique arenas. As such they have become experts in the two most frequently used approaches to appraising. The “market approach”, where an appraisal is based on recent sales activity for comparable equipment, demands the most cutting edge innovative knowledge of the needs and trends in manufacturing. Similarly, with the “cost approach” to finding smart valuations; which demands comprehensive and real-world experience in the used equipment market, an appraiser falls back on his own “dealer” experience, and/or that of a colleague’s to adjust the value of subject asset for depreciation.



In any appraisal, certain variables will always determine the kind of value that is appropriate. Those variables include: the degree of urgency on either the buyer’s or seller’s behalf, the location for the buyer’s intended use of subject asset, if the manner in which machine tools are to be liquidated at auction is to be forced or orderly, and the scarcity of a used replacement for that particular piece of equipment.

The reputation of AMEA rests solely on its members’ past work, and AMEA welcomes your research and due diligence. All inquiries will be followed by the same structured and thorough sequence of procedures, assuring that your business goals are the central and driving force behind our recommendations. You will receive a written letter of engagement which engagement that clearly describes the appraisal fee, appraisal location, as well as its intended scope and nature.

What can you expect from an AMEA certified appraiser?

Appraisal reports include, but are not limited to, confirmation of request, a concise understanding of the purpose for the appraisal (intended use), a detailed list of “numbered assets” and their determined values, (including assumptions or limiting factors which may affect the existing appraisal), location of appraised assets, and the name(s) of individuals inspecting assets as well as their qualifications and credentials. The appraisal report acknowledges that, while the valuations have years of experience behind them, they reflect an opinion and not a perfect science. As such, an appraisal report is not a guarantee of value.

Clients are also informed of the type and extent of research that went into preparing their report, and that appraisal fees are not contingent upon the determined values. In some cases, where appropriate, assets to be appraised may be

From the President

I have been a member of the AMEA since 1999 and have served on various committees. This organization has provided me with invaluable opportunities for professional development, education, and networking. I would like to take a moment to invite you to explore the opportunities AMEA offers you professionally.

It is a gratifying feeling to report that the AMEA Board and committees have exceeded the expectations of the members and others over the past several years. During my term as AMEA President, the organization has focused on education and professional development. With many different initiatives to heighten the value of the organization and the profession of machinery & equipment appraisers, the AMEA is looking for members who are dedicated to the industry and the organization.



*John Greene, CEA
AMEA President*

A leader is as great as his/her administration. I would like to applaud the AMEA Board of Directors and volunteer members for their outstanding work for the organization and the industry. It is a privilege to work along side such great professionals of the industry, which have informed, challenged, and educated me every step of the way.

We strive to meet the needs of our membership by increasing educational programs, providing new resources (i.e. online education), and heightening the awareness of the industry. The AMEA strives to be the premier international association of appraisers who specialize in appraising used machinery and equipment by giving designations to the most qualified capital equipment appraisers in the industry.

Learn more about our organization by visiting the AMEA web site, www.amea.org or contact the AMEA National Office at +1 800 537 8629. We look forward to hearing from you.

Thank you,



John Greene, CEA
AMEA President



LOCATOR



Welcome the AMEA New Members

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AMEA APPRAISER

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Director, Member Services
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The mission of the AMEA is to certify and accredit the most qualified capital equipment appraisers in the appraisal industry through promotion of standards of professional practice, ethical conduct, and market-based experience.

*All of our members are listed on our web site:
www.amea.org*

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Direct Connection to Great Education

AMEA Webinar Series a Huge Success



In June 2008, the AMEA Convention and Seminar Committee focused on introducing the AMEA Webinar Educational Tool. With Brian Block, CEA, AMEA Board of Director, leading the march, AMEA successfully introduced the AMEA Webinar Series with Appraisal Report Writing sessions. Since that time, the Webinar Series has blossomed into a bi-monthly session offering instructional sessions such as New Member Orientation and Report Writing; to informational industry topics such as Die Casting, Blow Molding, and Furnace.

This member only series has successfully provided members with an intimate learning environment that allows dialogue with the instructor, as well as the other participants.

AMEA prides itself on its focus on educating and providing instructional resources to its members on an ongoing basis. Members have responded to this program with positive responses:

“Excellent”

*Jim Dockeray, AEA
Nationwide Machinery Sales*

Upcoming Webinar Sessions

02/12/2009-New Member Orientation

02/17/2009-Economic Update

02/26/2009-Blow Molding

03/12/2009-Value of Definition

03/26/2009-New Member Orientation

04/09/2009-Assumptions

04/23/2009-Furnace

“Perfect time. Not too long. The content was excellent. Remedial and advanced - enough for me to digest. I’d be interested in more of these on any subject matter that would help me in appraisal work.”

*Martin Spiegle, CEA
World Equipment & Machine Sales Co.*

“This was a very fine presentation. The length of time was just right. The handout material is extensive and thorough. I like the web seminar format because it is convenient and efficient. Please keep it up.”

*Fred Franke, CEA
Equipment Appraisals, LLC*

“Perfect amount of time, great questions and a great learning tool! I would be involved in as many of this type of session you want to provide regardless of the topic.”

*Dan Pahl, CEA
Pahl Industrial, Inc.*

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“grouped” for one dollar amount. Finally, once each machine or group of machines has been assigned a value, a grand total of values is reached, along with the date, then or later, on which the appraised value applies. Included also are a signed and sealed certification page and a certification of value page.

When the risk of two-dimensional, “book values” guessing is too great, add that extra dimension of experience. AMEA certified appraisers will bring their own empirical knowledge of the marketplace to lend validity and credibility to your appraisal report. Behind each appraiser is the shared and varied knowledge of the AMEA membership and behind the association itself is that “vision” for ethical business practice and excellence in the industry.

AMEA/ASA Appraisers' Forum

March 19 - 21, 2009 - Westin O'Hare Chicago

The Association of Machinery and Equipment Appraisers (AMEA) and American Society of Appraisers (ASA) proudly presents the first ASA/AMEA Appraisers' Forum, March 19-21 2009, held at the Westin O'Hare, Chicago, IL. Join industry colleagues as they gather to discuss industry trends and a variety of topics specific to the machinery and equipment appraisal industry. Participants of this three-day event will earn continuing education credits while taking advantage of a terrific networking opportunity.

Program

Thursday, March 19, 2009 – 8:30 AM – 5:30 PM

Appraiser As Expert Witness Seminar: Roger Durkin, ASA, and Robert Podwalny, FASA, will offer a multidisciplinary seminar on "The Appraiser As An Expert Witness"

- Pre-engagement considerations
 - Interaction between expert and attorney
 - Discovery/investigation
 - Preparation of the expert's report
 - Critique of opposing expert's report
 - Trial preparation
 - Qualification as an expert
 - Conduct at trial
 - Do's and don'ts while on the witness stand
- Registration fee: \$200

Friday, March 20, 2009 – 8:30 AM – 5:30 PM

Machinery Identification: Various industry leaders will provide an extensive presentation on industry topics such as woodworking, die casting, and other great topics.

Reception & Dinner - 6:30 PM – 9:30 PM

A dinner will be included with open-microphone discussions on the latest industry topics. Speakers will address machinery identification, current market conditions, and anticipated future trends in their respective fields.

Registration fee: \$225 (includes dinner)

Saturday, March 21, 2009 – 8:30 AM – 5:30 PM

7 Hour USPAP Course

Registration fee: \$175

Hotel Information

The Forum will be hosted at the convenient Westin O'Hare, 6100 River Road, Rosemont, IL 60018. We have secured a hotel room rate of \$119 per night. Attendance space is limited, so secure your attendance by registering TODAY!

Hotel reservations must be made directly with the Westin O'Hare by calling +1 888-627-8517 or fax to 847-698-5483. To receive the \$119 (plus tax) room rate, please reference the Appraisers Forum when making your reservations.

Note: Hotel reservations must be made by February 25, 2009.

Cancellation Policy

To qualify for a refund, cancellations must be received in writing by February 29th.

Save \$50 by Registering for all three days!

Registration Fees

- § Thursday Only: \$200
- § Friday Only: \$225
- § Saturday Only: \$175
- § Complete Three Day package: \$550

Registration fee includes all program materials and program meals.

How Do I Register:

Send completed registration form with payment by:

Mail: Appraisers' Forum, 555 Herndon Parkway, Ste. 125, Herndon, VA 20170

Fax: (703) 742-8471

Online: <http://www.appraisers.org/conferences/2009ASA-AMEA-AppraisersForum/>

Registrant Information: (Please print or type)

Registration Form

Name _____

Firm _____

Address _____

City, State/Province Zip/Postal Code _____

Phone _____ Fax _____

E-mail _____

Check here if you require special accommodations to fully participate. Please attach a written description of your needs.

Check here if you have dietary restrictions. Please indicate: _____

I am an appraiser. I am a member of: * AMEA * ASA * EAANA * Other:

Registration Type: Circle one

* **Thursday Only \$200.00**

* **Friday Only \$225.00**

* **Saturday Only \$175.00**

* **Complete Three Day package \$550.00**

Save \$50!

Register for all three days!

Payment Information: (Check must be drawn on a U.S. bank in U.S. funds)

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Improve your visibility...learn more about sponsorship opportunities, contact the AMEA National Office or visit the AMEA website, www.amea.org.

Mark Your Calendar!

AMEA Webinar Series

March 12, 2009 - Value of Definition - 1pm EST

March 26, 2009 - New Member Orientation - 9am EST

April 9, 2009 - Assumptions - 9am EST

April 23, 2009 - Industry Topic: Furnance - 1pm EST

AMEA/ASA Appraisers' Forum

March 19-21, 2009

Chicago, IL

AMEA Board & Committee Meeting

April 29, 2009 - San Antonio, TX

MDNA 68th Annual Convention

April 30 - May 3, 2009

San Antonio, TX

www.amea.org



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and Equipment Appraisers**
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