



**NATIONAL ASSOCIATION OF CERTIFIED VALUATION ANALYSTS**

1111 Brickyard Road, Suite 200, Salt Lake City, UT 84106 P: (801) 486-0600 F: (801) 486-7500 Web: [www.nacva.com](http://www.nacva.com)

**INSTITUTE OF BUSINESS APPRAISERS**

P.O. Box 17410, Plantation, FL 33318 P: (954) 584-1144 F: (954) 584-1184 Web: [www.go-iba.org](http://www.go-iba.org)



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

**Track:** Business Valuation

**Session Title:** *STOP, You are Working on the Wrong Thing! Your Narrative Reports Should Support Your Value Conclusion*

**Session Summary:** The presentation will go over what appears in most reports today, analyzing what is important, what is necessary and where most reports are deficient. From this participants should be able to write shorter, but more meaningful reports that totally support their valuation conclusions.

**CPE Hours / Fields of Study:** Two (2) hours / 1 hour Communications (CM)), 1 hour Specialized Knowledge and Applications (SK&A)

**Presenter Bio:**



**Alfred King**, AB, MBA, CMA, CFM, is Vice Chairman of Marshall & Stevens. Prior to that affiliation he was Chairman of Valuation Research and served as CFO of American Appraisal. In his 41 years in valuation he has personally valued over \$100 billion of assets. Mr. King has appeared as an expert witness in a number of cases, has taught accounting at the University of Wisconsin and Fordham, and written five books, including three on Valuation related topics. An active instructor for NACVA, he co-developed with Warren Miller the current course on Fair Value for Financial Reporting. He graduated from Harvard College, magna cum laude and from Harvard Business School and had business experience with several large manufacturing firms before going into valuation.