

Willamette Management Associates Insights

COMMUNIQUÉ

IN PRINT

Robert Reilly and Robert Schweih, firm managing directors, authored an article in the November/December 2003 issue of *Valuation Strategies*. The title of their article was "Why Acquirers Often Overpay in Merger and Acquisition Transactions."

Robert Reilly authored an article in the October 2003 issue of the *ABI Journal*. The title of Robert's article was "The Use of M&A Transactions in Bankruptcy Valuations: Reasons Why Acquirers Overpay, Part II." Part I of this two part article appeared in the September 2003 issue of the *ABI Journal*.

Robert Reilly also authored an article that appeared in the October 2003 issue of *The CPA Journal*. The title of Robert's article was "Sports Franchise Acquisitions: Purchase Price Allocation Procedures (Part 1 of 2)." Part 2 of Robert's two part article appeared in the November 2003 issue of *The CPA Journal*.

Robert Reilly was also quoted in two separate articles in the November 17, 2003, issue of the electronic newsletter *Corporate Acquisitions* produced by FactSet Mergerstat, LLC. The titles of the two articles were "Communication Breakdown" and "Following the Money."

Melvin Rodriguez, director of transfer pricing services in our New York office, authored an article that appeared in the September 2003 issue of *Tax Planning International Transfer Pricing*. The title of Melvin's article was "A Useful-life Analysis of Trade Secrets for Transfer Pricing."

Melvin Rodriguez was also quoted in an article that appeared in the October 1, 2003, issue of the *Pharmaceutical Executive* journal. The title of the article was "Sharing IP, Sharing Risk."

Hale Chan, firm marketing director, authored an article in the American Bar Association *GP/Solo New Lawyer*, November 2003, an eNewsletter for the general practice and solo and small firm section of the ABA. The title of Hale's article was "The Three-Step Magic Methodology to a More Effective Media Relations Program."

Hale Chan also authored an article in the American Bar Associations' *The Young Lawyer*, June 2003, issue. The title of his article was "Want Business? Get Published."

IN PERSON

Robert Schweih, firm managing director, and Jeffrey Tarbell, Portland office principal, delivered a presentation to the law firm Ater Wynne in Portland, Oregon, on October 16. The title of their presentation was "Evolution of Intellectual Property and Intangible Assets."

Robert Schweih, Jeffrey Tarbell, and Timothy Meinhart, senior manager in our Chicago office, also delivered a presen-

tation to the Chicago, Illinois, law firm Mayer Brown Rowe & Maw on November 13. The title of their presentation was "Adding Value."

Dan Van Vleet, Chicago office partner, was part of a panel discussion (with Mukesh Bajaj) in October at the New Jersey Society of Certified Public Accountants in West Orange, New Jersey. The topic of Dan's discussion was "The Value of Pass-Through Entities."

Curtis Kimball, Atlanta office partner, made a presentation to the Washington State Bar CLE 48th Annual Estate Planning Seminar in Seattle on November 18. The title of Curt's presentation was "Valuations: Bridging the Practitioner's and Appraiser's Points of View."

Mike Hartman, Atlanta office principal, organized and gave a presentation at the New South Chapter of the ESOP Association at Callaway Gardens, Georgia, on November 10. The topic of Mike's presentation was "Current Issues in ESOP Valuations."

Mike also addressed the American Institute of Certified Public Accountants Advanced Business Valuation Conference on November 17 in Phoenix, Arizona. The topic of Mike's presentation was "Developments in the Valuation of ESOP Shares."

Jackie Dal Santo, Chicago office principal, along with Eric Kashdin, technical advisor for professional sports at the Internal Revenue Service, gave a presentation on October 17 at the American Society of Appraisers Advanced Business Valuation Conference in Chicago. The title of their speech was "Valuation Issues Related to Professional Sports Franchises."

Dean Heinberg, Washington, D.C. office principal, was the leader/facilitator at the Virginia State Chapter of the National Association of Certified Valuation Analysts (NACVA). Dean is the president of the Virginia Chapter of NACVA. The topics of the two discussions were: (1) "Staying on Top of Your Game—A Review of Recent/Important BV Articles Published and Great Web Sources for Information" and (2) "A BV is a Powerhouse of Information—Pointing Out Key Pertinent Insights to the Company (Strengths/ Weaknesses/Opportunities/Threats).

IN RECOGNITION

Melvin Rodriguez, director of our New York office intercompany transfer pricing practice, was elected as a member of the American Bar Association Taxation and Transfer Pricing Committee.

Dean Heinberg, Washington, D.C., office principal, was voted "Super CPA" for the second year in a row by the Virginia Society of Certified Public Accountants (VSCPA).

We wish to congratulate our colleagues on the professional prominence and eminence indicated by these significant recognitions.