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## Message From The President

John Lawton CEA  
AMEA President



How can you maximize the return on your AMEA investment? You joined the Association of Machinery and Equipment Appraisers, so now, how do you get the most out of it? I have one simple answer, be active in the association. The greatest value of the association is the membership itself. By this, I mean the members and your activity with them. The AMEA is full of knowledgeable people who are the experts on the valuation of industrial equipment. I have also found them to be friendly, sharing businesspeople, with whom it is advantageous and fun to interact.

The AMEA provides many opportunities for members to take advantage of their membership. We hold an annual Forum, a live educational get-together of Machinery & Equipment Appraisers. There are regularly held webinars where we can learn from experts, some our own and some outside the organization, online with other appraisers. USPAP classes are held live and online. AMEA Board Meetings are held three times per year. (The next one is in Chicago in September – during the IMTS Show). We list our members and contact information on our website at [www.amea.org](http://www.amea.org).

If you want to get the most out of your association, do not look at these opportunities just as ways to get your educational hours or stay current on your USPAP course requirements. Take advantage of all these opportunities to network with your fellow appraisers, and get to know these great people.

Speak up at webinars, and let people know who you are and what you do. Be a webinar presenter! Let the AMEA and MDNA members know why they should work with you. Your expertise is part of our value, and it will not only be appreciated but the value will be returned with business opportunities.

Be a Forum speaker. Spend a couple of days with appraisers who have come to meet and learn from you. Be the one they want to call when an opportunity arises in your area of expertise. Even better in-person than online.

Let all of the AMEA see what you are about. HOST an AMEA forum. Just ask previous hosts, Dan Wheeler (Wheeler Machinery Sales), me (John Lawton – [Machinesused.com](http://Machinesused.com)), Joe Lundvick (Perfection Machinery) and Jack Boecher (RACO). Hosting an AMEA event brings fellow appraisers, machinery dealers, and auctioneers to your facility, where they can see why you are someone to work with.

This one is my favorite, join the AMEA Board of Directors. The Board meets three times per year to set the future course of the association. As the President, I have worked with such excellent people, both present and past members and officers, that I like to say I have appraiser friends all over the country. (My apologies to Terrance Jacobs of TCL Asset Group and Jasen Kisber of Crescent Commercial Corporation – I did not mean to leave out CANADA). Friends that I can call to chat or do business with. Friends have helped make me a better appraiser, machinery dealer, and auctioneer. These are friends I have worked with to put on seminars, webinars, Forums, and USPAP Courses. I have had actual fun with them working for this association, updating our member classifications, and opening the association to NEW member groups. Taking part in this is how you get the very most out of the association. If I can EVER get the chance to talk about the advantages and responsibilities of working on the AMEA Board. Give me a call. My number is easily found on the AMEA website.

If this is all too much for you right now, but you are a Social Media person, how about taking advantage of the AMEA LinkedIn or Facebook pages? We have been adding content to our social media pages and would love to help

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## Event News

### 2022 AMEA Appraisers' Forum Recap

Doris Toronyi, CEA  
Forum Committee Chair



The 2022 AMEA Appraisers' Forum was held March 16th - 18th at Wheeler Machinery Sales Inc. in Pomona, California. This 3-day event included lots of great presenters, networking, and the West Coast Chapter Meeting as well as the 7-hour USPAP course.

The event started on Wednesday with the 7-hour USPAP. Although the AMEA now offers this course online multiple times a year, many members still see the benefit of taking this course in person, and was great to have so many in attendance. We were fortunate to have course instructor R. Lee Robinette teach this course for the first time in person for the AMEA. Lee has proven his ability to make USPAP interesting by using his experience, as an appraiser with engaging illustrations as they apply in today's appraisal world.

Wednesday night the Forum events kicked off with a welcome dinner at Pomona Mining Company for a delicious BBQ dinner and amazing views of California. This was a great way to start of the event where attendees got to catch up with old friends they have not seen in years as well as meet new machinery appraisers.

On Thursday, the Forum headed to Wheeler Machinery Sales for a day of educational presentations and hands-on machinery appraising. A special thanks to Dan Wheeler, CEA, and everyone at Wheeler Machinery Sales Inc., for hosting this event. All the work that you put into this event showed and was very much appreciated. The Wheeler Machinery team converted the warehouse into a classroom, complete with tables and chairs and Audio Visual equipment and everything needed to make the event perfect. The day started with a presentation on the History of Trak and Trak Models and Control Options, presented by John Arroues, TRAK Machine Tools, next Jorge Sorokin with Hobie Cat presented on Hobie Cat Company and Rotational Molding, Dos and Don'ts of Appraisal Writing presented by Lee Robinette, Collateral Evaluation Associates, Inc. Errors and Omissions Insurance, presented by Larry Harb, IT Risk Managers, Inc. We then finished the educational portion with some hands on machinery appearing with several machines in the warehouse presented by Dan Wheeler and John Lawton.

Thursday ended with the MDNA West Coast Chapter Meeting at the NHRA museum. This well attended event was a great chance to look at some cool hot rods while having a drink and eating the famous In-N-Out Burgers. A special thank

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## AMEA APPRAISER

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## MISSION

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.

AMEA members are listed at:  
[www.amea.org](http://www.amea.org)

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AMEA Appraiser welcomes contributions from members and others in the machinery and equipment appraisal community.

For details contact: Jason Baker,  
Editor, AMEA Appraiser at  
[jason@amea.org](mailto:jason@amea.org)

## Upcoming USPAP Courses Hosted by the AMEA

The AMEA is hosting a 15-hour USPAP course for those that wish to obtain the CEA designation with the AMEA and a 7-hour for those that are in need of the update course.

### 15-hour USPAP Course

AMEA will be hosting an online 15-hour USPAP (Uniform Standards of Professional Appraisal Practice). This is your chance to take the 15-hour course and become a Certified Equipment Appraiser with the AMEA. This course is only held about once per year, so if you are considering becoming a CEA, you need to register for this course today. *Note: To become a CEA with the AMEA, you will have to also have 5 years experience and up to date with your appraisal review.*

### 15-hour online USPAP Course:

Monday, August 29th and Tuesday, August 30th  
9:00am - 5:30pm

[Click Here To Register](#)

### 7-hour USPAP Course

AMEA will be hosting an online 7-hour USPAP (Uniform Standards of Professional Appraisal Practice) Course on Monday, September 26th.

### 7-hour online USPAP Course:

Monday, September 26th, 9:00am - 5:30pm

Note: It is a requirement for all certified appraisers to take the USPAP refresher course every 2 years in order to remain up-to-date with their credentials. Prerequisite: You must have already taken the 15-hour USPAP course prior to taking this course.

[Click Here To Register](#)

*Note: Both of these courses do not meet the Appraisal Foundation's USPAP continuing education requirements for Real Property appraisers and state licensing or certification. Credit will not be given for either of these courses.*



## New Members

### John Butz, AM

Resell CNC  
2600 Maitland Ctr Pkwy, Ste. 275  
Maitland, FL 32751  
[john@resellcnc.com](mailto:john@resellcnc.com)  
(407) 478-8181

### Damian Hillseth, CEA

Star Industries,  
2426 E. Washington Blvd.  
Los Angeles, CA 90021  
[damian@starind.com](mailto:damian@starind.com)  
(323) 588-4141

### Beau Schecter, AM

Hilco Valuation Services, LLC  
5 Revere Dr., Ste. 300  
Northbrook, IL 60062  
[bschecter@hilcoglobal.com](mailto:bschecter@hilcoglobal.com)  
(847) 849-2946

### Marc Swirsky, CEA

Revelation Machinery, LLC  
11740 San Vicente Blvd.  
Suite #109-180  
Los Angeles, CA 90049  
[marc@revelationmachinery.com](mailto:marc@revelationmachinery.com)  
(818) 917-3956

## New Professional Member

### Larry Harb

IT Risk Managers, Inc.  
2196 Hilton Dr., Gainesville, GA,  
30501  
[mclark@thebook.com](mailto:mclark@thebook.com)  
(770) 532-5610

## New Member Bios



John Butz was the President in charge of operations, sales, and service of a used division of a Mazak Distributor for 15 years. He then became a partner with Hilco Industrial and developed an online auction platform for liquidating millions of dollars of assets and real estate worldwide. In 2008, John Butz started [RESELL CNC](#), a retail platform for buying, selling, and trading manufacturing equipment. In addition, he created a proprietary online auction website to help manufacturers easily liquidate their assets.

John has been working in the Global Industrial Manufacturing Marketplace for over 31 years. He has been directly in charge of dispersing and relocating over \$750,000,000 of assets. He holds a Bachelor of Business and Marketing Degree from the University of Wisconsin-Whitewater. He has served on the Machinery Dealers National Association (MDNA) as a Member of the Board of Directors since 2015. John is passionate about keeping our country strong by helping manufacturers remain competitive and profitable through buying and selling manufacturing equipment.



More than 30 years ago, Marc Swirsky entered the industrial auction and machinery dealers industry on a whim. Now, he's a powerhouse and his sales territory covers multiple continents.

"I fell into the business by way of a mutual friend," he said. "Back in 1989, a longtime machinery dealer was doing a lot of joint venture auctions. He felt he could do it bigger and better than everybody else, and wanted someone to groom for the business. I was interested yet I didn't know what an auction sale was at the time. As well, I had no idea what a machine tool was, or anything for manufacturing for that matter. But I took a shot, quit my job and started a couple of weeks later. And 33 years later, I'm still doing it."

He's not just doing it — he loves the nature of the work, too. He's had the pleasure of serving customers in the U.S., U.K., France, Ukraine, Kazakhstan, Turkey, Jordan and Israel through his dormant business Old City Industrial (OCI). At this time, Marc's full-time focus is with his current employer, Chicago-based [Revelation Machinery](#).

On that note, he's pleased to have joined forces with the company earlier this year, which is the fastest-growing machinery dealer in the nation. Drawing on his expertise and experience, he'll continue to add to the company's trajectory and provide additional services to their customers in his role as managing director for the auction and appraisal division of the company.

It's clear that customer interaction is really a bright spot for the sales veteran. In his words, every day and every deal are different and that's part of the appeal of this work. The excitement of closing a sale is motivating. There's also the novelty that comes from the nature of the vendor-customer relationship.

"At auction we're selling equipment in plants that are generally going out of business. Therefore, we don't usually go back there unless there's some fluke reason," he said. "So, we really don't go to the same place more than once or twice." [To Read the full bio on Marc Swirsky, CEA, click here](#)

## 2022 AMEA Important Dates

### August

August 29 –30  
15-hour USPSP Course  
Online

### September

September 11  
AMEA Board Meeting  
Radisson Blu Aqua Hotel  
Chicago, IL

September 26  
7- hour USPSP Course  
Online

For more event information:

Call AMEA: **703-836-7900**  
or visit [www.amea.org](http://www.amea.org)

#### AMEA Disclaimer

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## Message From The President Cont'd

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promote our members, as well as any posts that may be beneficial to our members and followers. This is SO EASY! I dabble with LinkedIn. Make sure you follow our LinkedIn page, it is the Association of Machinery and Equipment Appraisers. Once you have followed our company page, you will see what others in the organization are posting, as well as what the AMEA is posting, liking, or commenting on. If you see a POST or write a POST that you think might be good for our page please do the following. Comment on or share the Post to your page with comment. Following the comment you make (in the same LinkedIn Field) type @Association of Machinery and Equipment Appraisers. Use all of the spaces between the word. This is NOT a hashtag. Likely LinkedIn will suggest our page to you before you complete typing it all. Then just select the Association of Machinery and Equipment Appraisers page. We will see your post and then can share it to the Organization Page for all of our followers to see. Get your name out to the association, and its followers. It is easy, and the more of us that do it, the more value it will provide both to you as an individual and an association member.

## From the Boardroom

### Welcome the AMEA's Newest Professional Member!



Mr. Harb is the Founder of IT Risk Managers, Inc. Started in July of 2000, IT Risk Managers, Inc. is a national niche insurance broker that provides risk management solutions for niche' industries such as the auction industry, cannabis industry, real estate, technology industry or business that use technology. We are the industry's premier brokers of Database (Cyber) Insurance.

IT Risk Managers is licensed in all 50 States to market all types of Property and Casualty insurance products. Our websites are [ITRiskmanagers.com](http://ITRiskmanagers.com), [AuctioneerInsurance.com](http://AuctioneerInsurance.com), [ComputerInsurance.com](http://ComputerInsurance.com), [DatabaseInsurance.com](http://DatabaseInsurance.com); [THCins.com](http://THCins.com); [RECins.com](http://RECins.com); [USDACropIns.com](http://USDACropIns.com)

Mr. Harb has over thirty years of experience in the financial services and insurance industries. During his career he has also served as an instructor at Michigan State University and Illinois Institute of Technology.

Mr. Harb holds a Masters of Management degree from Northwestern University's Kellogg School of Management and a Bachelors degree from Northern Illinois University. . He co-authored the book Reinventing the Retail Bank published in 1994. He is a Certified Identity Theft Risk Management Specialist and the 2020 Michigan State Ringman Champion. He has written numerous articles and is a frequent guest speaker at industry conferences.

Learn more about Larry Harb and IT Risk Mangers by clicking: [www.ITRiskManagers.com](http://www.ITRiskManagers.com)

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### From the Boardroom

#### **AMEA Member Bios on Social Media**

*Nick Gibbs, CEA  
Social Media Committee Chair*

The AMEA has been working on becoming more active on social media and posting information about upcoming events and what the organization has to offer.

It is now time to let everyone know about what makes this association great, its members! The AMEA will begin featuring different appraisers on its LinkedIn page to let everyone know about you. If you would like to be featured, please email [amea@amea.org](mailto:amea@amea.org) with all the information below as it pertains to you. You can also [click here](#) and complete and return the [Social Media form](#) with your information.

AMEA President, John Lawton, CEA has already shared his information, and if you would like to see an example of how the post will be displayed, please [click here](#) to view his bio on the [AMEA LinkedIn page](#).

**Please provide as much of the below as you are able to:**

- Name, Company and Location
- How long have you been appraising Personal Property?
- Do you specialize in any particular equipment?
- What was one of the most interesting projects you have worked on?
- Anything else you would like to share
- Link to your LinkedIn page (both personal and business)
- Company website link
- Headshot

#### **AMEA Appraisal Review Changes**

*Bob Yeoman, CEA  
Appraisal Review Committee*

The AMEA Board of Directors is pleased to announce their recent discussion and decision to make the appraisal review process for all AMEA members easier to comply.

Effective immediately the AMEA Appraisal Review committee will no longer require that appraisals submitted for review be redacted of all member information. It was determined that this streamlining of the appraisal review process will make it easier for members to provide their appraisal for review.

CEA Members will continue to be required to submit an appraisal for review every four years.

While the appraisal provided can now be an AMEA member's original work, it is advised that the following information be deleted:

- Client Name | Address | City
- Confidential Information of all descriptions

To answer any questions you might have, please contact:

Jake Josko | CEA | Appraisal Review Chairman | [jake.josko@linkauctions.com](mailto:jake.josko@linkauctions.com)

Jason Baker | AMEA Executive Director | [jason@amea.org](mailto:jason@amea.org)

#### **AMEA Continuing Education Hours Requirements**

*David DiBenedetto, CEA  
Mentor Committee Chair*

The AMEA requires that every five years all CEAs complete 70 hours of continuing education and AMs 35 hours. If members do not obtain these hours, they can lose their designation and not receive their seal. For those behind, the AMEA office will reach out to you in the coming weeks to let you know your status and how many hours you need to complete by September 30th to remain in compliance.

For members behind, there are plenty of opportunities to complete these hours. For starters, ensure that you have turned in all continuing education that you have done over the last five years. If this were with AMEA, we would have recorded it when you earned the credits, but we accept many other educational machinery and appraising education. If you are unsure if it will count or have already submitted it, you can send it to the AMEA office for review. For a list of all the opportunities to earn continuing education hours, [please click here for a complete list](#).

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you to the MDNA West Coast Chapter for putting this event together and making the MDNA West Coast Chapter Meeting a successful event. Attendees include those that were in town for the Forum, MDNA West Coast Chapter Members, and several other MDNA members traveled to town just for this great event.

The Forum ended on Friday with a tour of Amada's state of the art 180,000 sq. ft. fiber laser manufacturing facility in Brea, CA. This tour started with a presentation from Amada's Technical Center Manager, Joe Greninger who gave a very technical and detailed presentation on Amada's lasers. After the presentation, Joe took attendees on a tour of this incredible high-tech facility and gave some great insight on Amada and their manufacturing.

After the tour, attendees boarded the bus and were dropped off at the hotel or the airport and were able to enjoy their weekend.

Thank you all for attending and please be on the lookout for information regarding the 2023 AMEA Appraisers' Forum.



***Thank You Wheeler Machinery Sales Inc. for Hosting the 2022 AMEA Appraisers' Forum***

## **Wheeler Machinery Sales, Inc.**

For three generations, Wheeler Machinery Sales has been dedicated to providing the industry with quality used metal working equipment, dependable service, and competitive prices. This has made Wheeler Machinery Sales one of California's leaders in the used metal working industry. They are one of the largest dealers in Los Angeles with over seven hundred ma-



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2022—2023 AMEA Board of Directors



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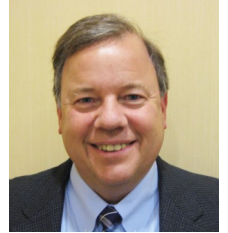
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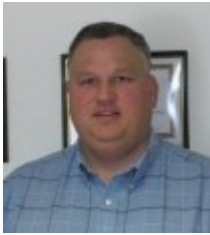
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