

## In This Issue:

**Page 1**  
Message from the President

**Page 2**  
AMEA Appraisers' Forum

**Page 3**  
7-Hour USPAP Course  
  
MDNA West Coast Chapter Meeting

**Page 4**  
Speaker Bios

**Page 5**  
Speaker Bios Cont'd

**Page 6**  
Speaker Bios Cont'd

**Page 7**  
Speaker Bios Cont'd  
  
New Member Bios

**Page 8**  
AMEA Forum Schedule

AMEA Host Sponsor

**Page 9**  
Forum Sponsors

**Page 10**  
Forum Sponsors Cont'd

**Page 11**  
Forum Sponsors Cont'd

**Page 12**  
Forum Sponsors Cont'd

## Appraisers' Forum Special Edition

### Message From The President

John Lawton CEA  
AMEA President



Join the AMEA Board – Come to Tucson and see for yourself!

I just returned from the AMEA Board meeting in San Antonio, Texas. At the board meetings, the various AMEA committees get together, instead of meeting virtually, to plan the events and member benefits that are the future of this association. Following a vigorous planning session, the Board meets to handle the business of the AMEA. If you are an AMEA member and have never attended a board meeting to witness the process, you have been missing out on a great opportunity.

I don't remember the date or exactly how long ago I attended my first AMEA board meeting, but I know it was more than ten years ago. I was invited by some of the Board members, and the meetings were held in conjunction with the MDNA (Machinery Dealers National Association) Convention. I had planned on attending the MDNA Convention anyway, so I arrived a day early and sat in on my first AMEA meeting. I am so glad that I did.

Many years later, I can definitely say that the experience of serving on the AMEA Board and working with the great, talented individuals who share the responsibility of running the AMEA has made me better at what I do. I am not just a better appraiser but a better salesman and manager. Being on the Board, you have the opportunity to learn from everyone you get to work with, and as a result, you get way more out of an AMEA Board position than you could ever put into the job.

The AMEA is the educational arm of the MDNA, and we provide educational opportunities and certifications for our members and those of the MDNA. Working with the AMEA, you have the opportunity to meet with the MDNA Board members and officers at our three annual meetings. Working on the Board provides incredible networking opportunities for someone who performs machinery & equipment appraisals or buys and sells capital equipment.

It is great to be an AMEA member. The educational opportunities via webinars and forums and USPAP programs are the best that can be offered for machinery & equipment appraisers. But you can get MORE. The friendships made with the people on the AMEA and MDNA Boards over the years while serving this association are valuable to me, beyond estimation.

I wish all our members would take the opportunity to get the benefits I have from this association. Join the AMEA Board – Come to Tucson and see for yourself!

Fly into Tucson on Tuesday evening and come meet with us on Wednesday, April 12th. The AMEA Committee Meetings begin at 8:00 AM on Wednesday, April 12th, 2023. The MDNA Convention begins on Thursday, the 13th. We would love to have you join us! This is your engraved invitation. If you have any questions about the Board, please feel free to contact me. I am easy to find.

## APPRAISER

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### **2023 AMEA Appraisers Forum at Pearl Equipment Company in Nashville, TN**



The 2023 Appraisers' Forum at Pearl Equipment Company in Nashville, Tennessee, is coming up this March 8th through 10th. If you are in need of USPAP, hours, or just want to network with your fellow appraisers, then you need to be at this event.

The first agenda item on the itinerary is the 7-hour USPAP course. This is the only in-person USPAP course the AMEA will hold this year. If you are due or coming due and want to take this course live and in-person, then this is your chance. R. Lee Robinette will teach the course, an AQB Certified USPAP instructor with a background in machinery and equipment appraising.

After the USPAP course, the Forum events start with dinner and drinks at the hotel. This event will be a great chance to catch up with friends and network with fellow machinery appraisers.

On Thursday, the AMEA Forum takes the classroom to Pearl Equipment Company for a day of informational presentations and hands-on appraising of machinery. There will be a great group of speakers covering topics including EV Forklifts, Industrial Cutting Lasers, and Resistance Welders. Then we will end the day with some hands-on appraising of machinery at Pearl Equipment Company. For more information on these presentations, please read further to learn about the presenters and their expertise.

On Thursday night, the MDNA Southern Regional Coast Chapter has invited Forum attendees to join them at the Listening Room for dinner and drinks, followed by a live country music show. This event will be an excellent opportunity to have some Nashville fun while networking with AMEA and MDNA members.

On Friday, Forum attendees will stay at the hotel for more educational presentations, including topics of Metal Stamping Presse, DataRef, and Report Writing. The Forum will finish by noon for attendees to catch a flight home to enjoy the weekend.

[Click Here to Register Now](#)



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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.

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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  
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## Southern Regional MDNA Chapter Meeting

The Southern Regional Chapter of the Machinery Dealers National Association would like to welcome you to Nashville for this year's AMEA Appraisers' Forum. The MDNA is inviting all those attending this year's AMEA Appraisers' Forum at Pearl Equipment Company to attend the Southern Regional MDNA Chapter Meeting. As in the past, we have planned a great evening at the The Listening Room. This event will start off with cocktails and reception and end with some live country music.

[Click Here to Register Now](#)



## 7-hour USPAP Course

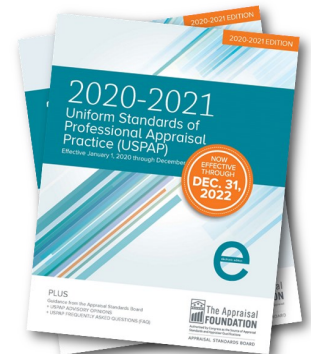
AMEA will be hosting a 7-hour USPAP (Uniform Standards of Professional Appraisal Practice) Course prior to the Appraisers' Forum in Nashville.

### 7-hour USPAP Course:

Wednesday, March 8th, 9:00am - 5:30pm  
Location: Sheraton Music City Hotel, Nashville, TN

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.



## AMEA Forum Speaker Bios

### **Industrial Market Electrification**

**Presenter: Martin Boyd, VICE PRESIDENT, PRODUCT PLANNING & SOLUTIONS  
Hyster -Yale Group**



Martin began his materials handling career in 1992 with Hyster-Yale Group as a Mechanical Design Engineer in Flemington, N.J., and later moved to Lexington, Kentucky, serving as Technical Service Support Engineering Manager at the company's Berea, Kentucky manufacturing facility. While Martin left the company in 1999 to expand his experience and knowledge in the materials handling industry, he later returned to Hyster-Yale Group in 2016 as Vice President of Product Planning & Solutions. Martin brings more than 30 years of materials handling experience to Hyster-Yale Group, with expertise in design engineering, technical services, product planning and positioning, business development and global marketing. Marty has been an active member of the Industrial Truck Association (ITA) for over 20 years, serving as Chairman for the Air Quality and Hydraulics and Attachments Subcommittees. He holds a Masters degree in Engineering Management from the New Jersey Institute of Technology and a B.S. in Mechanical Engineering from The College of New Jersey (formerly Trenton State College).

### **Industrial Cutting Lasers - Understanding the Laser Cutting Market**

**Presenter: Andy Kamashian  
Southern Fabricating Machinery Sales, Inc.**



Andy has extensive experience in Machine Tool Sales, Web Design & Marketing and is a prolific Author of over 300 Articles on his site, [www.southernfabsales.com](http://www.southernfabsales.com) & [www.bendmakusa.com](http://www.bendmakusa.com). He has worked with several marketing companies over the years, developing and honing skills in Inbound Marketing Techniques. Find out what you can learn from Andy during this presentation on Industrial Cutting Lasers - Understanding the Laser Cutting Market

### **Appraising Metal Stamping Presses**

**Presenter: Tristan D. Patrona, CEA  
UPM, LLC**



I am a second-generation used machinery dealer. I began my career at Universal Press and Machinery (UPM), in 1989 after graduating from the University of Maryland. I became an AEA appraiser in 2015 and a CEA appraiser in 2018.

In the early days, the UPM sales team included Jim Patrona, Sean Redmond and myself. In 2002, my brother Philip Patrona moved over from Seminole Machinery (a sister company) to work for UPM.

UPM is based in Ferndale, Michigan which is a short drive north of Detroit. UPM specializes in stamping presses in the 25 - 5000 ton range. Our inventory typically includes O.B.I & Gap frame presses, Straight Side Single Point / Two Point / 4-Point & Eccentric Geared mechanical presses, 4-Post and Housing Style hydraulic presses. We also inventory Coil Handling equipment, Mechanical and Hydraulic Press Brakes and Shears and Roll Forming equipment. Along with being a stocking used machinery dealer UPM conducts single-machine or complete plant liquidations and auctions.

In 2016 my brother Phillip and I took over the company from Jim Patrona and now own UPM and our Ferndale warehouse. In 2019 my nephew Parker began working at UPM, and he is now the third generation in our used machinery business. Away from work, I love spending time with my wife Lisalyn, daughter Ella and close friends. I also enjoy standup and prone paddle boarding, biking, skiing, and snowshoeing.

## AMEA Speaker Bios (Cont'd)

### **Resistance Welders**

**Presenter: Tom Snow & Ray Michelena**  
**T. J. Snow Co., Inc.**



**Tom Snow** grew up around resistance welders. His father was the Southeastern Sales Engineer for resistance welder manufacturer Taylor-Winfield for 11 years prior to starting the T. J. Snow Company in 1963. Tom joined the business as a Road Salesman in 1973. His son, Sam, recently purchased the company which now employs 105. This transition has allowed Tom to refocus on the used machinery side of the business, which has always been his first love. In addition, he serves as Chairman of the Board.



**Ray Michelena** has worked with the T.J. Snow Company for the past 17 years. He has worked in the Service Department as a Technician, Seminar Instructor, performed process evaluations for customers and served as Corporate Pilot for the company. He presently serves as Senior Seminar Instructor for the T.J. Snow Co. Regional Seminars and In-Plant Seminars. He has also added the responsibility of Safety Director and Chief Pilot for T.J.Snow Co. to his duties. Ray is serving on five American Welding Society Committees/Sub Committees.

### **Working Smarter with DataRef**

**Presenter: Russ Hilk**  
**DataRef**



I began my journey in this industry as a used machinery auctioneer in 2002. I eventually started an auction software company in 2011 and sold it in 2019 to a company that would eventually be publicly traded on the LSE. Going back to machinery auctions and used machinery sales after I sold my software company, I was a regular user of DataRef. When the opportunity presented itself to get back into software, inside an industry where I had experience, I jumped at the opportunity. I look forward to the opportunity to work with you and seeing many of you in Nashville.

As president of DataRef I am excited to be joining the AMEA at this year's Appraisers' Forum. We are not coming to sell our services, and we are seeking valuable insights from seasoned M&E appraisers to help us optimize DataRef to provide meaningful results with easy execution. With your input, we can create a service that delivers a valuable tool for appraisers. We have prices and data on 600,000+ machines spanning 30+ years, and we want to know how you can use it. Our goal is to make your entire valuation process easier, faster, and more accurate. This year we are undertaking a ground-up rebuild of DataRef, and your opinions matter to us.

"The Book" was founded in 1994 by a publisher to provide an accurate and up-to-date monthly printed price guide with information on used industrial machinery and equipment. Over the years, the data was sent to users on 3-1/2" floppy disks, then DVD, and finally moved online around 2003 with the name DataRef. Today, DataRef offers the most comprehensive and accurate dataset in the industry, with over 600,000 searchable data points collected from auctions across North America. Industries covered include: Machine Tools, Hi-Tech & Medical, Printing & Textile and Food & Pharma.

With our new leadership, we plan to take it to the next level. We will expand our product offerings across all covered industries to include more data from more auctions, covering more sources, and we will be releasing it more often. On top of that, we will also invest heavily in user experience improvements. With this new technology, appraisers, auctioneers, and machinery dealers will have the ability to extract even more accurate and up-to-date values on used industrial machinery.

## AMEA Speaker Bios (Cont'd)

### ASA (American Society of Appraisers)

Presenters: *Johnnie White and Richard Berkemeier*



**Johnnie White**, CEO, Chief Executive Officer/Executive Vice President, of the American Society of Appraisers is an association professional with close to 30 years serving in a variety of management and leadership roles. In addition, White serves as an adjunct faculty member of Georgetown University and the Northern Virginia Community College. White holds his M.B.A. from University of Maryland University College. He has served in volunteer leadership roles for the American Society of Association Executives and the Professional Convention Management Association and has received numerous awards and recognitions for his association work.



**Mr. Berkemeier** graduated from Cincinnati University and completed his required course of study for appraisal accreditation through ASA's Appraisal Review & Management and Machinery & Technical Specialties program. He joined ASA in 1994 and earned his Accredited Senior Appraiser (ASA) designation in 2000. Mr. Berkemeier has held many leadership positions, including most notably serving on ASA's Board of Examiners, as International Vice President of ASA's Board of Governors, as well as past Chair of ASA's International Education Committee, ASA's Budget and Finance Committee, and ASA's Machinery & Technical Specialties Discipline Committee. He was also previously a member of ASA's International Marketing Committee.

As an established senior appraiser, Mr. Berkemeier has owned and operated Pegasus Aircraft Appraisal Group, one of the world's largest aircraft, helicopter, and parts appraisal firms, for more than 14 years. His strong passion for appraisal, valuation, and economic proposition related to aircraft and his expertise on this subject matter have taken him around the world, educating groups at the Big-4, Marsh, Siemens Financial, JaSIA, DLL, and many other businesses across six continents. He has taught appraisal classes in Russia, England, Japan, Australia, Germany, Korea, South Africa, Brazil, Argentina, Netherlands, Saudi Arabia, Canada.

Mr. Berkemeier has been instrumental in the Society's course development and instruction. From ASA's aircraft specific principles of valuation (POV) courses to its advanced mining courses, he has educated all levels of appraisers and industry professionals. Mr. Berkemeier is also a USPAP instructor for personal property, as well as a developer for appraisal review & management (ARM) and machinery and technical specialties (MTS) courses. He has also presented and supported several educational conferences and programs tailored to aviation valuation professionals, and authored numerous articles in [ASA's Machinery & Technical Specialties Journal](#).

*"It is an honor to serve as the International President for ASA as I have been actively engaged with this group of dedicated professionals for nearly three decades,"* commented Richard Berkemeier. *"I look forward to working with the other ASA officers to support our mission and continue to advance the appraisal profession through compliance with the highest levels of ethical and professional standards."*

Richard's vast experience has included appraisals for many corporate jets, rare aircraft, helicopters, military planes, engines, spare parts, and simulators. He has been referred to as the "Appraiser to the Stars" and assisted high-profile individuals, sometimes involved in divorce cases, and has served as an industry expert witness.

Mr. Berkemeier is a member of the National Business Aviation Association (NBAA), the Helicopter Association International (HAI), the International Society of Transport Aircraft Trading (ISTAT), and has been a featured speaker at many industry events. He is a life member of the Sigma Chi fraternity, a former board member with the Peace Museum, and a member of Congressman Joseph P. Kennedy II Finance Committee. Mr. Berkemeier graduated from Piqua Central High School and the University of Cincinnati. Mr. Berkemeier is also an avid collector of the works of James Ingram Merrill and William Congdon.

## AMEA Speaker Bios (Cont'd)

### **Report Writing**

**Presenter: Jake Josko, CEA**

### **Link Auctions**



Jake Josko is the Vice President Global Sales for Link Auctions. Jake started in the Josko family auction business as a child assisting his grandfather, father and uncles appraising and auctioning antiques and machine shops up and down the East Coast. He began working professionally as an auctioneer and appraiser in Chicago in 1998 and has been passionately involved ever since. Jake is currently a director on the AMEA Board. He and his wife Kimberly raise millions of dollars annually at benefit auctions to support charities in the Chicagoland area.

## AMEA New Member Bios

### **Travis Povey, CEA**

**Revelation Machinery, LLC**



Travis Povey is a Fabrication Account Manager at Revelation Machinery, where he oversees over 800 of Revelation's customer accounts and nearly 300 deal accounts. He creates and delivers over 100 customer acquisition requests each month, as well as current customer handlings.

During his time at Revelation, he has been recognized for his willingness to work with a team focus and for traveling for countless unit inspections belonging to other Revelation Machinery members—a real team player.

Prior to Revelation Machinery, Travis was on the Nursing staff at Aleda E. Lutz VA Medical Center in Central Michigan, where he worked to create a new policy for testing frequency evaluations that saved tens of thousands of dollars annually per medical provider.

He attended Liberty University and currently lives in Gladwin, Michigan.

### **Chase Thornton, CEA**

**Presses for Industry LLC**



Chase is a second-generation machine tool dealer, auctioneer, and appraiser based in Detroit, Michigan. He plays an essential role at PFI managing large surplus contracts for Fortune 500 companies while still involved in the day-to-day Machine Tool sales. Before joining PFI in 2022, he worked at Grinders Clearing House for over six years, gaining tangible work-related experience along with buying and selling grinding machinery. Specializing in equipment evaluation throughout his tenure, he aims to learn daily from the ever-changing industry. He holds a CEA designation with the AMEA and recently joined the board for the MDNA Detroit-Toledo chapter. Chase resides in Royal Oak, Michigan, and enjoys playing beer league Hockey, golfing, and traveling in his free time.

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## 2023 Forum Schedule

### Wednesday, March 8<sup>th</sup>

9:00am - 5:30pm 7-hour USPAP at Sheraton Music City Hotel - Nashville, TN

6:00pm Welcome Dinner at Sheraton Music City Hotel - Nashville, TN

### Thursday, March 9<sup>th</sup>

7:30am Bus departs hotel for Pearl Equipment Company - Pulaski, TN

9:30am - 3:30pm Industry Presentations at Pearl Equipment Company  
Topics to include: EV Forklifts, Industrial Cutting Lasers, Resistance Welders, and hands-on appraising of a variety of different machines at Pearl Equipment Company

3:30pm Bus departs for Sheraton Music City Hotel - Nashville, TN

6:30pm MDNA Southern Regional Chapter Meeting and Dinner at The Listening Room, Nashville, TN

### Friday, March 10<sup>th</sup>

8:00am—12:00pm Industry Presentations at Sheraton Music City Hotel - Nashville, TN  
Topics to include: Metal Stamping Presses, DataRef, and Report Writing

***Thank You Pearl Equipment Company for Hosting the  
2023 AMEA Appraisers' Forum***

## Pearl Equipment Company

Our mission at Pearl Equipment is to create a positive economic impact on the industrial manufacturing sector, and the communities our customers serve. When we buy a plant, facility, or manufacturing line our first action is to seek out a buyer for that particular operation. Instead of selling a facility piecemeal we first try to market as a going concern, preserving the potential for jobs and tax revenue for the community. Most importantly, we act as a maker of change. When Pearl buys a plant, it creates liquidity in the market; it frees up investment capital, that can then be redeployed into new ventures, and create new jobs, and tax revenue.





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