



ANNUAL CONSULTANTS' CONFERENCE

JUNE 8-11
2011
SAN DIEGO

NATIONAL ASSOCIATION OF CERTIFIED VALUATORS AND ANALYSTS • INSTITUTE OF BUSINESS APPRAISERS

Track: **International Valuation**

Sponsored by the International Association of Consultants, Valuators and Analysts (IACVA)

Session Date/Time: **Thursday, June 9, 2011 • 4:00 – 5:40 PM**

Session Title: **Turning Trophies into Treasure: The Valuation of Professional Sports Franchises, Brands, and Properties**

Session Summary:



This presentation will provide an intriguing analysis of one of the most exciting specializations in the valuation profession. It will draw on the speaker's extensive experience valuing North American and European professional sport franchises, arenas/stadiums, brands, naming rights, broadcasting rights, etc. in both transactional and litigation contexts. It will also draw upon the speaker's experience assisting with the annual Forbes magazine franchise valuations for the past 17 years as well as his interviews with numerous television, radio, and print media throughout North America on the topic.

CPE Hours/Fields of Study: **CPE: 2 • 1Hr-MAS, 1Hr-SK&A**

Presenter Bio(s): **Drew Dorweiler, MBA, CPA/ABV, CBV/EEE, ASA, CFE, CBA**



Drew possesses over 26 years of experience in the valuation of hundreds of privately and publicly-held companies in business valuation, corporate finance and litigation support mandates internationally. He has testified as an expert witness in more than 15 cases before the Quebec Superior Court, Ontario Superior Court of Justice, U.S. District Court, The Tax Court of Canada and arbitration panels in high-profile, complex financial litigation and valuation matters. Drew is also recognized as one of North America's pre-eminent valuators of professional sports franchises and properties. His valuation repertoire includes NHL, MLB, NBA, CFL, English Premier League, and semi-professional teams, arenas, broadcasting and naming rights.