

VALUATION

NACVA At Twenty-Five: An Interview with Brien Jones

By Nancy McCarthy, Senior Editor

Twenty-five years ago, the number of internet users reached one million; the Dow Jones average topped 3,000 for the first time; recording artist Prince released his thirteenth studio album, “Diamonds and Pearls.” Also of note, Parnell Black was helping co-found The National Association of Certified Valuators and Analysts (NACVA).

The world has changed a bit since 1991. The number of internet users is now measured in the billions. The Dow Jones average is hovering around 18,000; and, sadly, the artist known as Prince passed away on April 21, 2016. Also in the intervening years, NACVA’s membership has grown to over 7,000 members and is widely considered to be the thought leader in education and certification for financial professionals focused on valuing privately held businesses and financial forensics. This milestone will be celebrated at NACVA’s annual conference in San Diego (June 8-11, 2016) at the Hotel Del Coronado, one of the most iconic resorts in the country. “The Hotel Del Coronado, by its location, its history, and its reputation, is a wonderful setting to welcome all of our NACVA members,” says Brien Jones, Chief Operations Officer and Executive Vice President of Business Development.

A CELEBRATION OF ITS MEMBERS

Jones says the conference is a celebration of its members; both the pioneers who helped establish NACVA and the next generation who will take the organization into the future. “We are very proud of what we have accomplished,” he says. “This is a membership driven organization. It has been built and maintained by people committed to its success.” NACVA members serve on various boards, to which they are nominated and elected. Members also volunteer to be on committees and to participate in state chapters. They also lend their expertise by writing for various publications. “Our members are known for rolling up their sleeves and identifying what needs to be done. We are very proud of this.”

KEYNOTE SUPERSTARS

The NACVA and CTI teams have worked diligently to make the experience memorable for the participants. “I think the theme, Strong Foundations Build Bright Futures,” sums up not only our history, but it also speaks to all the NACVA audiences,” says Jones. The keynote speakers definitely set the tone for the meeting. “Each speaker represents an aspect of the industry, says Jones. The keynotes are:

- Steve Forbes, chairman and editor-in-chief of Forbes Media, leads the most successful business news magazine in the U.S. His economic insights are trusted by business leaders around the world. He will be discussing the current economic situation and providing insights and strategic advice for business growth and success.
- The Honorable Judge David Laro, United States Tax Court, Adjunct Professor of Law, author, has been instrumental in establishing case law by bringing experts into chambers. He will be discussing the new tools (such as “hot-tubbing”) judges are using to get through the conflicting positions various experts hold.
- Mel Abraham, CPA, ABV, ASA, CSP, has over two decades experience as a valuation expert and business strategist. He will be discussing how to prepare expert witnesses in the evolving environment of court testimony.

DYNAMIC CONFERENCE SESSIONS

NACVA has approached the member sessions a little differently this time out. According to Jones, “We want this to be more of a hands on session. We want members to come away with definitive ways to improve their business communication and their practice management.” The goal is for members to have that “aha” moment that they can bring home and apply to their practice. “We are hoping there will be more of a two-way conversation between the participants and the speaker,” says Jones.

When asked about the future of NACVA and business valuation, Brien Jones, does not hesitate. "The world is changing so quickly. Certainly, technology has made an impact on how we conduct our business. But the world economy also has changed. The profession is becoming quite global as emerging economies feed into the U.S. economy. To meet these opportunities and expand the Certified Valuation Analyst (CVA) and Master Analysts in Financial Forensics (MAFF) designations globally we have launched international chapters in Africa, Canada, Europe, the Middle East, and Taiwan. NACVA's global membership has a great opportunity to reshape the industry based on the opportunities in front of us and our history behind us."

OPPORTUNITIES TO NETWORK

The conference will also provide participants with the opportunity to catch up with old friends and network with new ones. "The location could not be better," Jones enthuses. "There will be a reception on the beach on the first night, there will be dine arounds, and the ability to take trolleys into parts of historic San Diego. There will be something for everyone." **VE**



Brien Jones is a seasoned association executive with extensive professional experience in continuing professional education management, online/distance learning, business development, member recruitment/retention, operations management, conference and event planning, marketing, graphic design, public relations, social media strategies, copywriting, and supporting association governance. He has been employed with the NACVA and the CTI for nearly twenty years supporting the organizations and their industry partners in a leadership capacity.