The International Society of Appraisers designates the education sessions of Assets 2013 for a maximum of 13.5 Professional Development Credits. Attendees should only claim those hours of credit that were actually spent in the educational activity. Letters of attendance will be sent post-conference upon completion of a verification of attendance form.
Who We Are

The International Society of Appraisers (ISA) is a not-for-profit, member-driven association, formed to support our member needs and serve the public by producing highly qualified and ethical appraisers who are recognized authorities in professional personal property appraising. Our members include many of the country’s most respected independent appraisers, consultants, estate liquidators, auctioneers, gallery owners, and dealers.

ISA offers a comprehensive professional development program designed to build and enhance performance in the area of personal property appraisal practice as well as specialty studies. Our four main divisions are comprised of antiques and residential contents; fine art; gemstones and jewelry; and machinery and equipment.

ISA’s professional development and credentialing programs, along with its strong code of ethics and professional conduct, serve as the foundation for the organizational mission.

ISA Mission Statement

The mission of ISA is to advance the professionalism and effectiveness of personal property appraisers.

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President’s Letter

It is my pleasure to welcome you to Chicago, Illinois, for the International Society of Appraisers Annual Conference, Assets 2013 – Your Kind of Town. I am excited you have shown this commitment to your professional education by choosing to join us at the JW Marriott. Our Annual Conferences have a great history of bringing together well-known speakers who are experts in their respective fields; and this year’s conference is no different. I am sure that you will leave Chicago with your expectations exceeded.

I want to thank the Annual Meeting Committee, Judith Martin, Shirley Baumann, Catherine Martin, Martha Peck, and Christine Guernsey, who worked so tirelessly to pull together the speakers and tours that comprise this program. Without their hard work and dedication to ISA, this conference would not be taking place.

Thanks are also due to our sponsors and advertisers, whose commitment to the appraisal community has helped make this event possible. It is through their support that we are able to provide our attendees exceptional educational programming, sharing our mission to advance the professionalism and effectiveness of personal property appraisers.

ISA also extends a sincere thank you to the Foundation for Appraisal Education for their educational grant, which allows ISA to offer quality speakers at our conferences. Without their support, we could not hold the caliber of meetings that we do.

The International Society of Appraisers remains dedicated to providing the best in personal property appraisal education. I am confident that this conference will provide you with renewed energy and inspiration to take back home with you.

Sincerely,

Todd W. Sigety, ISA CAPP
President
Dear Friends:

As Mayor and on behalf of the City of Chicago, it is my pleasure to welcome all of those gathered for the International Society of Appraisers Annual Conference, *Assets 2013: Chicago Your Kind of Town*.

Founded in 1979 with just five members, the International Society of Appraisers (ISA) is the leading association of personal property appraisers in the world boasting a current membership of over 800 individuals. ISA houses a mission to serve the greater community through accurate and dedicated personal property appraisal. Its members hold ISA and CAPP designations and have created involved communities of learning and sharing among generations of appraisers. The International Society of Appraisers works hard to ensure quality and professionalism within all fields and concentrations of appraisal.

*Assets 2013: Chicago Your Kind of Town* presents an opportunity for ISA’s growing body of appraisers to meet and discuss new trends and best practices in all of the fields of appraisal. This conference will host educational sessions and presentations on an array of topics that feature accomplished speakers. I recognize the International Society of Appraisers for a steadfast commitment to serving the public with passionate expertise.

It is my hope that you will take the time to explore and take advantage of everything Chicago has to offer during your stay. An exciting variety of restaurants, nightlife, great universities and world-class museums accented by our iconic skyline and incredible lakefront make Chicago one of the world’s greatest cities.

I hope you have a productive and enjoyable conference. Best wishes for much continued success.

Sincerely,

Mayor
ISA expresses sincere gratitude to the Annual Meeting Committee for their hard work and dedication to this event over the past year.

Todd W. Sigety, ISA CAPP – President
Judith Martin, ISA CAPP – Annual Meeting Chair
Shirley Baumann, ISA AM – ARC Committee
Catherine Martin, ISA AM – ARC Committee
Martha Pack, ISA AM – ARC Committee Chair
Christine Guernsey, ISA CAPP – Fine Arts Committee Chair

The International Society of Appraisers sincerely thanks this year’s Annual Meeting sponsors. The support and assistance that these partners provide help make the conference a great success.

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Special thanks to the Foundation for Appraisal Education for their educational grant toward this year’s conference.
Program Schedule

Assets 2013 Annual Conference – Your Kind of Town

Thursday, April 11

4:00 – 7:00pm
Registration Open
Burnham Foyer

Friday, April 12

8:00am – 5:00pm
Registration Open
Burnham Foyer

9:00am – 5:00pm
Specialty Tours
All tours depart from JW Marriott at Adams and LaSalle
(Meet in the lobby to catch your bus at 9am)

Antiques & Residential Contents Tours
Driehaus Museum, Lizzadro Museum, and Frank Lloyd Wright Studio

Fine Art Tour
Chicago Conservation Center, Union League Club, and Driehaus Museum

7:00 – 9:00pm
Opening Reception - Welcome to Chicago
Lincoln Room

Saturday, April 13

8:00am – 4:30pm
Registration Open
Burnham Foyer

8:00 – 8:45am
Continental Breakfast
Burnham Foyer

All Saturday Educational Sessions in Burnham Ballroom

8:45 – 9:00am
Welcome & Opening Remarks
Todd W. Sigety, ISA CAPP, ISA President
9:00 – 10:15am
**Understanding the Market for 20th Century Design**
Richard Wright, Wright Gallery

10:15 – 10:45am
Networked Coffee Break
*Burnham Foyer*

10:45am – 12:00pm
**The Appraiser’s Role in Insuring Jewelry**
Janece White, World Wide Jewelry Manager, Chubb Insurance

12:00 – 1:30pm
Lunch on Own

1:30 – 2:45pm
**The Chipstone Foundation: Building an Interpretative Private Collection**
Claudia Mooney, The Chipstone Foundation

2:45 – 3:15pm
Networked Coffee Break
*Burnham Foyer*

3:15 – 4:30pm
**When Is a Dress Not Simply a Dress, When Is a Bracelet Not Simply a Bracelet: Coco Chanel and Her Contemporaries - Don’t Dismiss the Clothing in the Closet!**
Barbara Rosin, DouglasRosin

4:30pm
Sessions Adjourn

**Committee Meetings:**
*All members are welcome to attend committee meetings*

4:30 – 5:00pm
Annual Conference – Washington
Awards – Lake

5:00 – 5:30pm
Chapter Relations – Washington
Bylaws & Governance – Lake

5:30 – 6:00pm
Finance & Audit Resource Development – Washington
Sunday, April 14

8:00am – 4:30pm  
Registration Open  
*Burnham Foyer*

8:00 – 9:00am  
Continental Breakfast  
*Burnham Foyer*

9:00 – 10:15am  
**Breakouts:**  
Antiques & Residential Contents:  
**China Mania: The Market, The Trends, The Issues of Appraising Chinese Art**  
Susan Lahey, ISA, Eastern Art Consultants, Inc.  
*Burnham Ballroom*

Fine Art:  
**Fine Art Appraisals 2013: Fact vs Fiction**  
James Jackson, Jackson’s International Auctioneers & Appraisers  
*Madison*

10:15 – 10:45am  
Networking Coffee Break  
*Burnham Foyer*

10:45am – 12:00pm  
**Breakouts:**  
Antiques & Residential Contents:  
**The State of 20th Century Decoratives**  
Frank Maraschiello, Bonhams  
*Burnham Ballroom*

Fine Art:  
**Contemporary Sculpture: Identifying, Describing and the Challenges of Valuing Contemporary Sculpture**  
Patricia Meadows, ISA, Art Connections  
*Madison*

12:00 – 1:30pm  
Lunch & Learn *Brought to you by: V&M*  
*Grand Ballroom B/C*
Breakouts:

Antiques & Residential Contents:
*Netsuke: The Good, The Bad, and The Ugly*
Norman Sandfield
*Burnham Ballroom*

Fine Art:
*Getting on the Same Page: Working with Banks, Lawyers, and Auction Houses*
Ricki Harris, Bonhams
Mary Lee Turk, Levin Schreder & Carey, Ltd.
Sally Venverloh, U.S. Trust, Bank of America Private Wealth Management
*Madison*

Networking Coffee Break
*Burnham Foyer*

Breakouts:

Antiques & Residential Contents:
*Today’s Silver Market*
Peter Tinkler, Silver Vault
*Burnham Ballroom*

Fine Art:
*World War II Provenance Research: Issues and Resources for Appraisers*
Nancy Yeide, National Gallery of Art
*Madison*

Sessions Adjourn

Committee Meetings:
All members are welcome to attend committee meetings

4:30 – 5:00pm
Marketing & Promotions – *Washington*
Designation & Review – *Monroe (This is a closed committee)*

5:00 – 5:30pm
Ethics – *Washington (This is a closed committee)*
Fine Art – *Monroe*

6:00 – 6:30pm
Nominating – *Washington*
Specialty Studies – *Monroe*
Monday, April 15

7:00 – 8:00am
Continental Breakfast
*Burnham Foyer*

8:00 – 9:00am
ISA Business Meeting
*Burnham Ballroom*

9:00 – 10:30am
**How Federal Wildlife Laws Affect the Antique Market**
Matthew Rogers, Special Agent, U.S. Fish and Wildlife Service
*Burnham Ballroom*

10:30 – 11:00am
Networking Coffee Break
*Burnham Foyer*

11:00am – 12:00pm
**Breakouts:**
Antiques & Residential Contents:
**Panel Discussion: Estate Sales**
Lyn Huck, ISA, Lyn Huck Estate Sales
Catherine Martin, ISA AM, The Perfect Thing, Inc.
Matt McNeil, ISA CAPP, McNeil Appraisals and Liquidations
*Ogden*

Fine Art:
**Authenticity: Law, Policy, and Practice**
Anne-Marie Rhodes, University of Chicago
*Madison*

12:00 – 2:15pm
Closing Speaker and Awards Luncheon  *Brought to you by:* [Bonhams](#)
*Burnham Ballroom*

2:15pm
Meeting Adjourns

2:30 – 3:30pm
Committee Report-Out
*Monroe*
9:00 – 10:15am
Understanding the Market for 20th Century Design
Richard Wright, Wright Gallery

In the past decade, the market for modern design has increased dramatically in its breadth and depth, with a large number of players and categories. As the market matures, certain areas within the genre experience cycles of growth and deflation. Evaluating 20th century design requires market expertise as well as historical knowledge.

Richard Wright is the founder and president of the eponymous auction house, Wright. With over 30 years of experience in the auction industry, Wright’s deep knowledge of the market has made Wright Gallery the world’s most vibrant platform for the sale of modern works since 2000. Wright has sold over 40,000 lots of 20th century design and pioneered whole fields of collecting.

11:45am – 12:00pm
The Appraiser’s Role in Insuring Jewelry
Janece White, Worldwide Jewelry Manager, Chubb Insurance

In this session we will discuss topics that will assist you in appraising jewelry as well as insights into the insurance industry’s appraisal requirements, which will help you in solving your client’s needs. We will discuss the economic influences on the jewelry industry, why insurance companies require appraisals, and why different companies have different requirements. We will also discuss what insurance companies look for in jewelry appraisals, the different types of coverage a customer can purchase, and how the different coverages impact how a claim is settled.

Janece White is the Worldwide Signature Underwriting and Jewelry Specialist for Chubb & Son. Part of her responsibilities include the underwriting, developing, and maintaining of personal insurance accounts for individuals with significant insurable wealth ($15 million or more) located domestically and/or internationally. Her underwriting expertise includes, homeowners, automobiles, and valuable articles (fine arts, silver, furs, collectibles), but her passion is jewelry.

As a jewelry specialist she is the steward of one of the insurance industries largest jewelry books of business. She has an Accredited Jewelry Professional (A.J.P.) diploma from the Gemological Institute of America (G. I. A.).
1:30 – 2:45pm
The Chipstone Foundation: Building an Interpretative Private Collection
Claudia Mooney, The Chipstone Foundation

In 1946 Stanley and Polly Stone purchased an early 19th century Salem secretary and bookcase. This acquisition awakened a passion for collecting that led to one of the premiere collections of early American furniture, American historical prints and 17th, 18th, and early 19th century British ceramics. In the four years following this initial purchase, the Stones acquired 28 additional pieces. The collection continued growing and in the early 1960s caught the attention of Charles Montgomery, Senior Research Fellow and former Director of the Henry Francis DuPont Winterthur Museum, who encouraged the Stones to set-up a decorative arts foundation. The Chipstone Foundation, located in Milwaukee, Wisconsin, was thus activated in 1987.

Since then, curators and foundation directors have expanded the Stone’s collection, focusing on premier objects with interesting interpretative possibilities. A focus on the promotion of decorative arts scholarship led the Chipstone Foundation, among other initiatives, to establish a partnership with the Milwaukee Art Museum in 1999. The partnership has provided the foundation with a platform to reach a wide and diverse audience, as well as the opportunity to curate exhibits with, and acquire pieces by, contemporary craft artists inspired by traditional decorative arts forms. This new interest in collecting contemporary craft, while also continuing to collect colonial American furniture and early British ceramics, is a reflection of the Chipstone Foundation’s commitment to push the decorative arts field forward by being progressive in its research, programming, publications, exhibitions, and collecting.

*Claudia Mooney is Assistant Curator and New Media Manager at the Chipstone Foundation, as well as Adjunct Curator of Decorative Arts at the Milwaukee Art Museum. She recently curated Face Jugs: Art and Ritual in 19th Century South Carolina, and is co-authoring an article re-contextualizing and re-interpreting the Edgefield face vessels’ ritualistic function.*
3:15 – 4:30pm

When Is a Dress Not Simply a Dress, When is a Bracelet Not Simply a Bracelet: Coco Chanel and Her Contemporaries – Don’t Dismiss the Clothing in the Closet!

Barbara Rosin, DouglasRosin

How to establish criteria for determining value of couture and non-couture fashion and accessories, including jewelry. Relevant examples will include Chanel, Paco Rabanne, Givenchy, Pucci, etc.

Barbara is Managing Partner of DouglasRosin decorative arts in Chicago. They specialize in distinctive pieces that have an emphasis on style and design.
9:00 – 10:15am

**China Mania: The Market, The Trends, The Issues of Appraising Chinese Art**

Susan Lahey, ISA, Eastern Art Consultants, Inc.

Learn practical information on how to navigate the minefield of accurately valuing Chinese art in a market of fake works and fake sales results. Who is buying and selling Chinese art? What is currently popular to collect? What is being faked and why? How should appraisers attempt to identify fakes? What resources should appraisers use in understanding the value of the myriad of types of Chinese art? How does the complex reality of the global market for Chinese art affect you as an appraiser?

*As a specialist in the fine and decorative arts of Asia, with a focus in Chinese art, Susan speaks Mandarin and reads Chinese. She is a graduate of the Sotheby’s/SOAS (School of Oriental and African Studies) post-graduate diploma program in Asian art (China, India, and the Islamic World) in London, England. Susan has worked at the Royal Ontario Museum and spent six years “in the trenches” as head of the Asian department at a Toronto auction house.*
9:00 – 10:15am

**Fine Art Appraisals 2013: Fact vs Fiction**

James Jackson, Jackson's International Auctioneers & Appraisers

Fine Art Appraisals 2013: Fact vs. Fiction is a lively, engaging, and information packed presentation designed specifically for those who are currently working or desire to work in the field of fine art appraisals and who seek to increase their proficiency and understanding of this ever-changing arena. This popular workshop is based on current front line experiences and examples as presented by Mr. James L. Jackson, President and CEO of Jackson’s International Auctioneers & Appraisers.

Some of the many topics covered include:

- Online research tools, rating the various digital databases; the good, the bad, and the ugly
- Apples and oranges, the importance of accurate comparables, size, subject, and medium
- When boilerplate statements make sense
- The art of understatement, sticking with what matters, how to improve your narratives by not writing about what you don’t know or what doesn’t matter
- Fakes and forgeries: quick tips on detecting both
- When provenance matters

*James Jackson is President and CEO of Jackson's International Auctioneers & Appraisers in Cedar Falls, Iowa. Jackson has written widely and lectured coast-to-coast on the subject of fine art and antiques. He is recognized internationally in the area of Russian art, including icons, paintings, and decorative arts with an emphasis on ecclesiastical items.*
10:45am – 12:00pm

The State of 20th Century Decorative Arts
Frank Maraschiello, Bonhams

A discussion of the current trends, interests, and pitfalls of the convoluted world of 20th century decorative arts at auction.

Frank Maraschiello holds a Bachelor of Arts in English and one in Visual Arts from the University of Buffalo and a Master of Fine Arts from New York University. He was formerly Director of Modernism Gallery in New York, before it was combined with the prestigious Macklowe Gallery in 1987. He served as Vice President and Specialist of 20th Century Decorative Arts at Sothebys in 1993, before joining Bonhams in 2004 as Vice President and Director of 20th Century Decorative Arts, presiding over auctions in Los Angeles and New York. He is a recognized authority on 20th century design and has lectured and written extensively on most aspects of it. Over the last 19 years he has been instrumental in building the secondary market for works by Contemporary Studio Artists.

He sits on the Board of Directors of Urban Glass in New York and Advisory Board of the Art Deco Society of New York. He also regularly works with various museums and decorative arts organizations on fund raising auctions.

10:45am – 12:00pm

Contemporary Sculpture: Identifying, Describing and the Challenges of Valuing Contemporary Sculpture
Patricia Meadows, ISA, Art Connections

After years as a curator, Patricia Meadows recognizes some of the issues that can make contemporary sculpture challenging to appraise. Most of our living sculptors do not have auction history and many galleries are hesitant to reveal sales information. This session will be interactive with the audience and will discuss some of the most common challenges such as identification, materials used, values, attribution, damage, signatures, and finding suitable comps.

Patricia B. Meadows is a curator, juror, speaker, and advocate for the visual arts. She has juried hundreds of exhibitions throughout Texas and has organized solo and group shows for artists, art associations, and museums. She has been a consultant for individual collectors, corporate collections, and public institutions. Meadows has purchased, placed, and installed more than 1,000 artworks from Texas to California. She was co-founder of Dallas Visual Art Center, the Emergency Artists Support League, and the Dallas Arts Coalition. She facilitated the start of the Texas Sculpture Association and has served on the boards of the Dallas Art Dealers Association, the International Sculpture Center in New Jersey, the Mid-America Arts Alliance, and the Texas Committee for the National Museum of Women in the Arts.
Since 90-95% of all netsuke ever made are of a tourist/commercial quality, and since more than 99% of the published material on netsuke is only about the very good and best work, the bad and ugly are rarely discussed or shown. Norman Sandfield will show us the simple way to differentiate between the good and the bad. Using real examples from eBay and from collections that have been sent to him for evaluation, you will see commercial carvings made over more than 100 years.

Norman L. Sandfield has been a dealer in Japanese netsuke for almost 35 years and has traveled the world buying, selling, and teaching about this subject. His website, www.internetsuke.com, is a serious educational resource on netsuke. His 384-page book, The Ultimate Netsuke Bibliography, is the definitive work in the field. He has sent more than 5,000 volumes from his netsuke/art library to the Toledo Museum of Art Library. Sandfield was recently awarded the Silver Kirin Award from the International Netsuke Society in recognition of his contributions to this field.
This session will focus on the critical information appraisers need to know when working with attorneys, bankers, and auction houses in connection with providing an appraisal to establish value for gift tax, estate tax or charitable deduction purposes. Specifically, the panel will discuss the various circumstances under which an appraiser may be engaged; the elements of a “qualified appraiser” under gift, income, and estate tax laws; the terminology used by attorneys, bankers, and auction houses; the expectations of an attorney, banker, and auction house when working with an appraiser; and the qualities that attorneys, bankers, and auctions houses look for in an appraiser when deciding who to hire.

Ricki Harris

Bonhams’ Midwest Regional Representative, Ricki Harris has a wealth of knowledge related to the art and antique markets and lectures frequently on the succession issues impacting fine tangible collections. For over 30 years, Harris practiced in the probate and estate planning areas at the law firm now known as DLA Piper.

Mary Lee Turk

Mary Lee Turk is a shareholder in Levin Schreder & Carey, Ltd., a law firm devoted exclusively to estate and income tax planning and related dispute resolution. Turk focuses her practice on representing high net worth individuals in all aspects of their estate planning needs with particular focus on charitable planning and planning for collectibles.

Sally Venverloh

Sally Venverloh is a Wealth Strategist for U.S. Trust, Bank of America Private Wealth Management. Venverloh consults with clients to develop planning solutions in a variety of areas including tax, estate, and charitable planning matters. Prior to joining U.S. Trust, Venverloh spent over 15 years as an attorney in private practice at multiple premier estate planning firms in Chicago.
3:15 – 4:30pm
Today’s Silver Market
Peter Tinkler, Silver Vault

The speaker will describe the global silver commodity market, considering both long term trends and day-to-day volatility before delving into the silver object market. Two approaches to the appraisal of a silver object will follow with examples provided.

For the past 24 years, Peter Tinkler has been involved in the silver business as a dealer, appraiser, and educator. Tinkler is a graduate of Northwestern University, past student of Winterthur’s Winter Institute and occasional contributor to Silver Magazine.

3:15 – 4:30pm
World War II Provenance Research: Issues and Resources for Appraisers
Nancy Yeide, National Gallery of Art

This presentation will provide a summary of looting and restitution of cultural property during WWII, with specific references to the Monuments Men and the Hermann Goering collection. This will be followed by a discussion of the importance of provenance research for museums and appraisers, and for the latter how provenance can affect value. Appraisers see many works that have been inherited and out of the public eye for decades, and some of these works could have WWII provenance issues. The lecture will provide key names, places, and facts to watch for in reviewing provenance information.

Nancy H. Yeide is head of the Department of Curatorial Records at the National Gallery of Art. She is also an internationally recognized expert in World War II era provenance research. In 2001 she co-authored the American Association of Museums’ Guide to Provenance Research; in 2009 she published her catalogue raisonné of Hermann Goering’s collection, Beyond the Dreams of Avarice.
How Federal Wildlife Laws Affect the Antique Market

Matthew Rogers, Special Agent, U.S. Fish and Wildlife Service

This presentation will provide an overview of how federal laws protecting migratory birds, marine mammals, and endangered species impact the trade in antique articles. By covering the prohibitions and exemptions of the major Federal wildlife laws that pertain to the antique wildlife trade, the audience will develop an understanding of the legal requirements they face while conducting commercial activities involving wildlife. This presentation will also suggest procedures the commercial market may consider while dealing with legal wildlife products.

Matthew Rogers is a Special Agent with the United States Fish and Wildlife Service. His primary responsibility is to conduct investigations into violations of Federal wildlife laws including the Endangered Species Act, the Lacey Act, the Migratory Bird Treaty Act, and the Marine Mammal Protection Act. He received training and certification as a Criminal Investigator at the Federal Law Enforcement Training Center in Glynco, Georgia. He is a graduate of the U.S. Fish and Wildlife Service Special Agent Basic Course held at the Federal Law Enforcement Training Center in Glynco, Georgia. Prior to becoming a Special Agent, he was a Law Enforcement Officer for the United States Forest Service in southern California.
11:00am – 12:00pm

Panel Discussion: Estate Sales

Lyn Huck, ISA, Lyn Huck Estate Sales
Catherine Martin, ISA AM, The Perfect Thing, Inc.
Matt McNeil, ISA CAPP, McNeil Appraisals and Liquidations

Estate Sales 101: Just how do you do it? This panel will be a discussion on the basics of a successful estate business, from nuts to bolts, including:

- Equipment
- Marketing
- Online tools (estatesales.net, Constant Contact, Facebook, etc.)
- Contracting
- Proper valuations
- Ethical responsibilities
- To sell or not to sell? Keep in the sale or broker?
- Receipts and payments

Lyn Huck
After leaving the hotel/restaurant computer industry, Lyn Huck assisted a friend with estate sales while searching for her next career. It took three years to realize estate sales was the next step. She conducts approximately 20 sales per year, public and private, Huck has conducted estate sales in Greater Houston since 2004.

Catherine Martin
Catherine (Kate) Martin of Wheaton, Illinois, is an accredited member of ISA and is a third generation Personal Property Appraiser and Estate Liquidation Professional. Martin is currently the Managing Partner of The Perfect Thing, Inc., specializing in generalist appraisals, fine furniture and decorative consignment, and high-volume estate liquidation. Martin has grown up in the business, following both her grandmother and mother into the estate sale business.

Matt McNeil
Matt McNeil, ISA CAPP, is the owner of McNeil Liquidations—Estate Sales & Appraisals. He has two incredible “fur children” and is a part-time foster parent for three different dog rescues in the metro area. When he’s not working (and that’s rare), McNeil enjoys eating out and playing with his two dogs.
11:00am – 12:00pm

**Authenticity: Law, Policy, and Practice**
Anne-Marie Rhodes, University of Chicago

Authenticity and good title are the two core transactional requirements needed in the acquisition and valuation of works of art for lawyers. The law’s response and the art industry’s response to questions of authenticity reveal radically different perspectives and approaches. This session will explore the basic responses of the legal world and questions of authenticity, as well as customs and traditions of the art world. Discussion of how one can reduce the scope of legal liability for art authentications will also be included. Time will be allowed for questions and comments.

Anne-Marie Rhodes is a Professor of Law at Loyola University Chicago School of Law and is Counsel to the Chicago law office of ReedSmith. She is the author of the case book, *Art, Law & Transactions*, and numerous articles on art law, estate planning, and taxes. She is an Academic Fellow of the American College of Trust and Estate Counsel and a graduate of Harvard Law School.

12:00 – 2:15pm

**Intentional Marketing**
Becka Bates, BatesMeron Sweet Design

As a business owner you are constantly working to move your business forward. And whether you know it or not, every action you make (or don’t make) is a part of your marketing plan. Becka Bates, owner and principal of BatesMeron Sweet Design, will discuss the importance of including marketing in your plan and how to create an effective marketing plan on any budget. Bates will also present the two new cooperative ISA campaigns to be launched this year and explain the creative process behind the recent ISA rebrand.

*With the eye of an artist and the mind of a consultant, Becka Bates’s perfectly balanced right and left brains make her one creative entrepreneur. You can count on her for everything from brilliant concepts and insightful critiques to detailed marketing strategies and collaborative client relationships. She knows how to promote business with beauty and how to turn great design into powerful ROI.*

*Before finding her true love in design, Bates was a marine mammal zoology major—then realized she lived 800 miles from the nearest ocean. She earned her degree in marketing and rose to the rank of Senior Art Director at two different agencies before forming her own. Bates’s smarts and passion find many outlets. She’s beyond obsessed with her dog Sukhi, the best-dressed yorkie you’ll ever meet, and is a die-hard sci-fi and fantasy nerd. She also loves to cook and infuses creativity into each delicious meal and cupcake.*
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