

Appraisers Association of America, Inc

386 Park Avenue South, Suite 2000
New York, NY 10016
Tel. 212 889 5404 Fax 212 889 5503
E-mail: aaa1@rcn.com

PRESS RELEASE

For information contact:

FOR IMMEDIATE RELEASE

Victor Wiener

THE APPRAISERS ASSOCIATION OF AMERICAS

NATIONAL CONFERENCE

Crossroads: The Art and Technology of Appraising

TO BE HELD AT

**NEW YORK MARRIOTT MARQUIS HOTEL
1533 BROADWAY (AT 45TH STREET)
NEW YORK CITY**

NOVEMBER 4 - 7, 1999

Crossroads: The Art and Technology of Appraising will be the theme of this years National Conference of the Appraisers Association of America. The Conference will be held at the New York Marriott Marquis Hotel, 1533 Broadway (at 45th Street) New York City, November 4 - 7, 1999.

In announcing the Conference, Sylvia Leonard Wolf, AAA, National Conference chair said "Within the last few years, the internet has transformed the art market. The concept of regional sales has given way to the 'global marketplace' of a brave new world where *ebay* has purchased Butterfield's and Sotheby's has formed a strategic sales alliance with *amazon.com*. This changing world has presented new business opportunities for appraisers with increasing demands for their objectivity and market knowledge. The Conference will focus on how new advances in on-

line technology can enhance the many skills of professional appraisers."

Outlining the themes of the conference, keynote speaker, Sam Pennington, Publisher, *Maine Antiques Digest*, will present an overview of how the internet has changed the art market and how the professional appraiser can play an important role in a global salesroom.

A panel discussion moderated by art journalist, Judd Tully, will bring together representatives from the leading internet auction services and those aspiring to be major players including *ebay*, *icollector*, *artnet.com*, and Sotheby's. The panel will focus on the similarities and differences of the various major on-line auction services.

Alexandra Peers, Art Editor, *The Wall Street Journal*, will then moderate a discussion in which the world wide web will be evaluated as a research tool for appraisers. A group of scholars, librarians and collectors, including Derek Ostergard, Associate Director at The Bard Graduate Center, Martin Eidelberg, professor of art history at Rutgers University, and Gayle M. Skluzacek, AAA, appraiser and instructor in New York University's Appraisal Studies Program, will analyze various research sources that are available to the appraiser and how such information can enhance supporting material in a state of the art appraisal reports.

Legal issues vital to appraising and the world of e-commerce will be examined by a panel of lawyers moderated by Ralph Lerner, co-author of *Art Law: The Guide for Collectors, Investors, Dealers and Artists*. Among the topics to be discussed will be, the legal implications of using digital images as comparables and the responsibility of obtaining reports for these objects; interpreting data retrieved from the internet; reproduction rights; and issues concerning due diligence especially when dealing with stolen art.

The world of connoisseurship in the age of the internet will be the focus of over twenty workshops including sessions on *Books; American Paintings 1900 - 1950; Old Master Paintings; How to Examine 19th Century European Paintings; American Ceramics; The Changing Market for Mass Produced Furniture; Household Silver; Every Day Jewelry; Appraisal Report Writing; Folk Art; and Decorative Prints*.

Among the speakers hosting these sessions are George Lowry of Swann Galleries; Linda Hyman of Linda Hyman Fine Arts; Ian Kennedy formerly of Christies Old Master Painting Department, New York; Alan Fausel and Berj Zavian of William Doyle Galleries; independent appraisers Helaine Fendelman, AAA, and Jane H. Willis, AAA; Kerry Shrides of Skinner Auctioneers and Appraisers; and Christopher W. Lane of The Philadelphia Print Shop, Ltd.

Other timely topics will include sessions on: *The IRS and Computerized Data*, presented by Karen Carolan of the IRS Art Advisory Panel and *Changes in the Uniform Standards of Professional Appraisal Practice*.

Prior to the Conference on Thursday, November 4, a special program will be devoted to *The Appraiser and the Appraisal Report: Appraising as a Second Language*. Among the topics to be covered will be: Specialist vs. Generalist Appraisers; Marketing Appraisal Services; New Computer Programs for Appraisers; and The Importance of Comparable Analysis.

Reflecting on the program, AAA First Vice President and Conference Committee member, Gayle M. Skluzacek, AAA said, "This is perhaps the most important and relevant National Conference ever held by the AAA. The program covers an extraordinary amount of groundbreaking topics presented by some of the most prominent experts in the field. It is the most timely introduction I can think of to the world of appraising in the new millennium.≡

PLEASE NOTE: Hotel space in New York during this weekend will be heavily booked due to events in the city. If planning on attending, please make your reservations early. The Association has a block of rooms available at a discount rate through October 13, 1999. The complete brochure of conference events will be available shortly. For reservations contact the New York Marriott Marquis at 800 843-4898.

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