

DEAN E. HEINBERG, CPA, CVA, ABV

Dean Heinberg is the founding member of Valuation One, LLC, a firm specializing in business valuation, intellectual property valuation, and litigation support services, with offices in Richmond, Fairfax, and Virginia Beach, Virginia. Mr. Heinberg is the firm's chief executive and responsible for the Richmond, Virginia office.

Mr. Heinberg has substantial experience in the valuation of business entities and business interests, in the valuation of fractional business interests, consulting and litigation support services, including: damages, bankruptcy and reorganization, and financial investigation/analysis.

Mr. Heinberg has performed the following types of valuation assignments: ESOP feasibility and compliance appraisals, merger and acquisition appraisals, business and stock valuations, estate and gift appraisals, intellectual property / intangible asset valuations, restricted stock studies, purchase price allocation, and litigation support valuations, including: employee/shareholder disputes, damages, equitable distribution, and bankruptcy/solvency.

Mr. Heinberg has performed business valuations, consulting, or litigation support services in the following industries: accounting and consulting, agricultural manufacturing, apartment buildings, architectural, automobile body shops, automobile dealership/financing, bonds, bottled water, candy manufacturing, carnivals/fairs operators, charitable organizations, commemorative items and ornaments design/manufacture, computer leasing, concrete structures, conveyor manufacturing, dental, energy consulting, engineering, environmental testing/correction, excavation manufacturing, freight, fruit/produce wholesaler, furniture retail, government contracting, health, ink manufacturing, intelligence/counterterrorism, international training and education, internet start-up, internet graphics design, interpretation/interrogation, investment bankers, laboratories, lawn and gardening services, legal, library services, lobbying, lock manufacturing and distribution, logging and chipping, mailing/printing, manufacturing, manufacturing representatives, medical devices, medical (general, transplants, general surgery, vascular surgery, plastic surgery, ophthalmology, psychiatric, cardiology), medical services provider, medicare/medicaid consulting, metal processing, newspaper publishing, not-for-profits, office furnishings, online services provider, painting contracting, personnel employment, physical therapy, plastics recycling, printing ink manufacturing, property tax consulting, real estate, real estate management, restaurants, retail, salons-beauty, shopping centers, soft drink bottling, software development, sprinkler design and installation, state agencies, state fairs, textile manufacturing, title company, transportation, transportation manufacturing, window blinds paint/stain finisher, wireless communication protocol analyzers, workers' compensation, and yellow pages publishing.

PREVIOUS EXPERIENCE

Prior to Valuation One, LLC, Mr. Heinberg was a principal of Willamette Management Associates, one of the country's oldest and largest valuation consulting, economic analysis, and financial advisory firms, within the Arlington, Virginia, office. Additionally, Mr. Heinberg was responsible for the Richmond, Virginia, office.

Prior to Willamette Management Associates, Mr. Heinberg was a principal in Stosch, Dacey & George, P.C., a business valuation and litigation support services firm.

Prior to Stosch, Dacey & George, P.C., Mr. Heinberg was a senior manager with the national valuation and litigation support services firm, Navigant Consulting/Penta Advisory Services, which he had merged Corporate Ventures, a financial and management consulting firm, which he had founded, into earlier.

In addition, Mr. Heinberg has experience in Big 5 auditing/consulting and audit, quality improvement, planning and analysis, and regional management experience with Overnite Transportation Company.

EDUCATION

Master of Business Administration, with highest honors, Roosevelt University, Chicago, Illinois.

Bachelor of Science, finance with economics minor, Northern Illinois University, DeKalb, Illinois.

PROFESSIONAL AFFILIATIONS

Mr. Heinberg is a licensed Certified Public Accountant (CPA - 1989), Accredited in Business Valuation (ABV - 2003), and a Certified Valuation Analyst (CVA - 1999).

National Association of Certified Valuation Analysts.

American Institute of Certified Public Accountants.

Virginia Society of Certified Public Accountants.

Business Finance & Turnaround Association.

Greater Richmond Intellectual Property Law Association.

Central Virginia Employee Benefits Counsel.

PRESENTATIONS OR ARTICLES

"The Use of The Financial Expert Witness (Or Consultant) – From Both the Attorney's and Expert's Perspectives," The Valuation Examiner, November/December 2004, and May/June 2005.

"The Attorney's Guide to Errors in Business Valuation Reports," various law firms.

"The Use of The Financial Expert – The Expert's Perspective," various law firms and accounting firms.

"Valuing Intellectual Property," various law firms.

Virginia's 1st Annual Litigation & Litigation Support Services Conference, moderator, 2003.

"Business Valuation and Litigation Support Services—What To Know Before You Go," various Virginia CPA groups, 2002-2003.

"The Different Levels of Financing for Different Stages of Companies," panel member, Business Finance and Turnaround Association / Richmond Venture Forum, 2000.

"Valuing Your Business," Business Workout Council, 1999.

"The Offense & Defense of Business," Richmond Business Owners, 1998.

AWARDS AND OTHER AFFILIATIONS

Mr. Heinberg has been voted by the membership of the Virginia Society of CPAs as "Super CPA" involving business valuation and/or litigation support services (2002, 2003, 2004, 2005, 2006, 2007, 2008 and 2009) – a program to recognize extraordinary CPAs for their important contributions to the profession and the Commonwealth of Virginia.

In 2006, Mr. Heinberg was the state's top vote-getter for the above-referenced "Super CPA" award involving business valuation and litigation support services.

Since 1999, Mr. Heinberg has been the Virginia chapter president of the National Association of Certified Valuation Analysts (NACVA), a state organization responsible for providing ongoing training and education for over 150 valuation professionals.

Mr. Heinberg is recipient of National Association of Certified Valuation Analyst's first-ever "State Chapter Presidents' Leadership Award."

Mr. Heinberg was the two-term past president of the Business Finance and Turnaround Association (2001 and 2002).

Mr. Heinberg is a former member of the Virginia Society of CPAs Litigation Services Committee.

Mr. Heinberg is the creator of "Virginia's 1st Annual Litigation & Litigation Support Conference."

Mr. Heinberg was consulted by the Commonwealth of Virginia's Senate Majority Leader to provide review and comments of Senate Bill 1395, legislation from the Virginia Board of Accountancy to revise the accountancy statute, passed unanimously on January 30, 2007.