



Willamette Management Associates

8600 West Bryn Mawr Avenue, Suite 950
Chicago, Illinois 60631
773 • 399 • 4300/(Fax) 773 • 399 • 4310

For Immediate Release

CONTACT
Hale Chan
Willamette Management Associates
(773) 399-4339
htchan@willamette.com

DANIEL J. ROCHE JOINS WILLAMETTE MANAGEMENT ASSOCIATES AS THE FIRM'S NATIONAL DIRECTOR OF PROPERTY TAX SERVICES

Chicago – April 2008 – Willamette Management Associates (“Willamette”) a national valuation consulting, economic analysis, and financial advisory firm, announced that Daniel J. Roche has joined the firm as its national director of property tax services and will operate from the firm’s Chicago office.

“I am excited to join a firm that is as well known and as respected in the property tax arena as Willamette is,” said Roche. “Willamette has an excellent reputation among corporations and tax-authorities alike.”

Roche will be working with clients in providing services for ad valorem property taxation issues that include: exempt intangible asset studies, tangible personal property analysis, obsolescence adjustments, valuation discounts/premiums studies, remaining useful life analysis, unit valuation, and litigation support.

“Property taxes are based on the value of the property that is subject to taxation,” said Robert P. Schweih, managing director. “The property tax industry needs to adapt to the ever changing economic and valuation issues facing them. The demand for ad valorem valuation services is growing and requires more supportable and sophisticated analysis. Dan, a veteran in the industry with longstanding relationships and knowledge, will coordinate and expand our practice in this area.”

Known for its independence and the thoroughness of ad valorem property taxation valuation analysis, Willamette analysts have been involved in a wide range of valuation-related issues. Both domestically and internationally, courts have relied upon the expert testimony of Willamette analysts.

Prior to joining Willamette, Roche was an executive director at Ernst and Young where he provided enterprise level leadership and support for the property tax practice. Roche received a B.S. in Finance from DePaul University in Chicago.

About Willamette Management Associates

Founded in 1969, Willamette Management Associates is recognized as a premier professional services firm in the disciplines of business valuation and security analysis, intangible asset and intellectual property valuations, forensic accounting, economic damages/lost profits analysis, and financial advisory services. With offices in principal cities across the country, we serve clients nationwide. Our clients range from substantial closely held companies to multinational corporations and include the banking industry, the accounting profession, the legal community, and government and regulatory agencies.

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