



Howard M. Newman ASA, CEA, President

The equipment lifecycle expert who effectively leverages industrial assets for manufacturers and financial institutions, since 1993.

Howard is president and the fifth generation of the Newman family leadership at Loeb, a one-stop-shop solution for: equipment appraisals, sales, purchases, liquidation, and auction services with advanced expertise in the food, pharmaceutical, cosmetic, and chemical industries. He is a dynamic, results-oriented leader with a robust track record of resolving multiple complex issues who provides keen analytics and insights while efficiently guiding projects to a timely conclusion effectively. He selects and engages key personnel and has formed compelling partnerships within the industry to provide superior expertise to each project and is often relied upon by enduring customers and Fortune 1,000 companies alike.

Industry Experience

He oversees all phases of the liquidation, auction, and appraisal divisions. Howard skillfully acquired his exceptional ability to ascertain values of all types of equipment and machinery by personally conducting thousands of appraisals worldwide and liquidating tens of millions of dollars in assets.

He purchases, sells, liquidates, and appraises a diverse range of conventional and modern food, pharmaceutical, cosmetic, and chemical processing equipment as well as a wide range of packaging machinery. Howard was also selected to be an expert witness for the Le-Nature's \$780 million bankruptcy and fraud case, the largest fraud case in manufacturing history.

Howard's background includes extensive experience in strategic target marketing for plant and machinery sales, industrial auctions, and liquidations. He is regarded as a distinguished authority for processing and packaging equipment and is regularly called upon by banks, financial institutions, leasing companies, equipment dealers, auctioneers, liquidators, and appraisers for his opinions and assessments concerning equipment values, marketability, condition, useful life, and other pertinent valuation elements.

Education and Publications

Howard attended the University of Delaware in Newark, Delaware, focusing on Business Management studies. He is a licensed auctioneer and earned the designation of Senior ASA as administered by the American Society of Appraisers (ASA) as well as being a Certified Equipment Appraiser (CEA) as administered by the Association of Machinery and Equipment Appraisers (AMEA). His firm is a member of the Machinery Dealers National Association (MDNA), Equipment Leasing Association (ELA), Turnaround Management Association (TMA), Investment Recovery Association (IRA), International Association of Food Industry Suppliers (IAFIS), Independent Baker's Association (IBA), and the Contract Packaging Association (CPA) in addition to other prominent associations. A comprehensive listing is available at www.loebequipment.com.

Howard is certified to establish machinery and equipment values based on a full range of value concepts. He has written trade-related articles published in:

- [Packaging World](#)
- [Global Cosmetics Manufacturing](#)
- [Contract Packaging Magazine](#)
- [International Factoring Association \(IFA\)](#)
- [Food Processing Magazine](#)
- [Commercial Finance Association \(CFA\)](#)

Additionally, Howard has been interviewed by the [Chicago Tribune](#) multiple times due to his expertise.

Continuing Education

- Uniform Standards of Professional Appraisals Practice (USPAP) – 14 and 7 hour courses
- American Society of Appraisers (ASA) – ME201, ME202, ME203, ME204 Machinery & Equip.
- Missouri Auction School – Graduate

Past Advisory Boards

- YMCA South Side Chicago Board
- Entrepreneurial Organization (EO) Board
- Advocate Hospitals Council for Kids Board